# CRITICAL DISCOURSE ANALYSIS OF MAUDY AYUNDA'S SPEECH AT PRESS CONFERENCE ON THE INTRODUCTION OF THE GOVERNMENT SPOKESPERSON FOR INDONESIA'S G20 PRESIDENCY

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**ABSTRACT**

This study aims to describe the transcript of Maudy Ayunda's speech as a critical discourse analysis taken from a video from Youtube Chanel Liputan 6. Maudy Ayunda is a spokesperson for G20 Presidency in Indonesia. The method used by the researcher was qualitative descriptive with textual content analysis based on Van Dijk's design. This analysis is divided into four parts: macro-structure, superstructure, superstructure, and microstructure. This study also examines the linguistic aspect. In the macro-structure, the textual content is analyzed thematically. The theme of Maudy Ayunda's speech was about persuading Indonesian people to participate in making success the G20 Presidency in Indonesia. Then, for the superstructure, the text of Maudy Ayunda's speech is divided into three main elements, namely: opening, content, and closing. In the superstructure, analyze the general meaning by providing supporting reasons organized in the opening, content, and closing of the discourse. Micro-structure is analyzed semantically, which refers to the social meaning of the text and the persuasive language used in the text. Besides that, Maudy Ayunda used formal language when delivering her speech.
**Keywords**: *Critical Discourse Analysis, Speech, Van Dijk*

## INTRODUCTION

Language is a tool that humans use to communicate speech, feelings, and thoughts. Using appropriate language in society is critical. According to e (Anggraini, 2018), language is a system that has a certain meaning. Language in communication can be viewed as a structured set of symbols that are used to convey

and create meaning. It is crucial for users to be able to convey their views and ideas. Aside from that, language is utilized to tell the public about an event that is happening at the time through communication. Every piece of information that someone obtains is a conversation with inferred or expressed intentions for the reader or listener.

Recently the news in Indonesia and generated internationally is being filled by the presidential trend. That is mostly about the communication G20 in Bali on 15th -17th November 2022. In preparation for G20 vibes, Maudy Ayunda was elected spokesperson for the G20 presidency in Indonesia. Maudy Ayunda is an Indonesia artist.  At G20, Maudy Ayunda delivered a speech at the Press Conference on the Introduction of the Government Spokesperson for Indonesia's G20 Presidency. Speech is one of the activities of conveying opinions, certain events, or ideas in public. Speech is typically given in the form of a formal speech by a leader or other significant person to express their views, debate critical issues, or bring forward new ideas. Speech serves a variety of purposes, including creating the conducive environment necessary for one individual to deliver a speech and fostering a sense of confidence in the audience. Examples of speeches include commencement speeches, religious addresses, the president's and the staff's formal addresses, orations, and speeches on leadership. Speech is one of the objects of critical discourse analysis (Brown, 1983), as cited in Wahyuni & Syamsi (2021).

There were previous studies that analyzed speech by using Van Dijk's elements in critical discourse analysis, and one used Fairclough's framework to see the differences and concepts in analyzing the speech. Siregar (2021) critically analyzes the speech of President Joe Biden. The purpose of this study is to analyze the discourse structure and ideology contained in Joe Biden's speech. In analyzing, the researcher uses the Van Dijk theory, which consists of the macrostructure, microstructure, and superstructure. The results of this study indicate that there is a macro (thematic) structure - intersexual, microstructure in the two main semantic foci, syntactic analysis, stylistics, and rhetoric in the persuasive function. Then the superstructure of speech is the opening, content, and closing words. Another important thing from the findings of this study is the ideology that Biden implicitly and explicitly stated, namely unity, equality, and freedom for Americans.

Wahyuni & Syamsi (2021) critically analyze the text of the speech by Nadiem Makariim and Muhadjir Effendy. In this study, researchers used a three-dimensional framework from Norman Fairclough in analysis. The results of the study, the speeches of Nadiem Makarim and Muhamdjir Effendy, have micro, mezzo, and macro levels. The speech uses standard language. Although in Nadiem Makarim's speech, he used more creative language to motivate the millennial generation, while in Muhadjir's speech, he used ordinary words.

Merrita (2021) analyzes the propositions in Joko Widodo's victory speech as president-elect 2019-2024. The aim of this research is to obtain macro propositions and national ideology by using propositional theory from Teun Van Dijk (1980) and critical discourse analysis and Norman Fairclough (1992). The research found 18 macro propositions and six nationalist ideologies. This study also reveals that the prepositions spoken are in line with the concept of nationalism, such

as self-awareness as part of the nation, part of nation-building, social and political movements for the benefit of the nation, and placing the needs of the nation as a priority.

Nursanti & Triyono (2022), in this study, analyzed the discourse of invitation used by Risma in her speech at the handover ceremony as Indonesia's social minister. This study uses Teun Van Dijk's theory to analyze the discourse of the speech. The research found that Risama tended to use expressions of invitation by giving examples of the functions of staff at the ministry of social work and also inviting staff to work better in government institutions.

Based on the explanation above, the goal of critical discourse analysis is to identify underlying meanings in texts, as well as the connections between speech, ideology, and power (Fairclough, 1995). Critical Discourse Analysis is a tool that may be used to investigate how discourse is used, how general rhetoric is maintained, and how lexical choices are made in social contexts, according to Ghanizadeh et al. (2020), as cited in Rovino, Afifah, and Wardani (2021). Teun A. Van Dijk (1993) stated that critical discourse analysis enables the reader to understand how the text relates to the social context and social cognition. The macro, mega, and micro discourse structures express implicit patterns or embedded messages that serve as the socio-ideological framework.

In this research, the researcher analyzed Maudy Ayunda's speech at the Press Conference on the Introduction of the Government Spokesperson for Indonesia's G20 Presidency, which took place virtually from the State Palace by using critical discourse analysis. In 2022, Indonesia will be elected as chairman or president of the high-level G20 forum in Bali, Indonesia. This is the first time Indonesia has become chairman and host of the G20. This research analyzed Maudy Ayunda's speech based on supra, super, macro-structure, and microstructure. Then, analyze linguistics.

**LITERATUR REVIEW**

Critical discourse analysis is an attempt or process of decomposition to provide an explanation of a text (social reality) that will be or is being studied by a person or group of domains whose tendencies have a specific purpose. Critical Discourse Analysis is used because it emphasizes the constellation of strengths in the production and reproduction of meaning. In critical discourse analysis, discourse is understood as a study of language and a form of social practice (Renaldo, 2021). According to Van Djik (1996), as cited in Maghfiroh & Triyono (2020), Critical Discourse Analysis itself is a way of analyzing connected speech and writing. It focuses on knowledge beyond words, clauses, phrases, and sentences in the speech and written texts needed for good communication. Therefore, Critical Discourse Analysis analyzes other sciences' discourse in politics, race, gender, sovereignty, culture, and social class. The field of study is centered on the principles of critical discourse analysis, namely: action, context, history, power, and ideology (Sujito et al., 2019).

According to Teun A. Van Dijk (2008), discourse reproduces social domination, one of which relates to power. Furthermore, CDA focuses on the relationship between discourses; power, domination, and social inequality. There

are three levels of discourse structure emphasized by Van Dijk, namely macrostructure, superstructure, and microstructure. The macrostructure is the global or general meaning of a text which emphasizes more on the meaning that can be observed by paying attention to the subject and theme of a text. Superstructure explores how the discourse framework is organized by conventional schemes and how the text is organized into the whole story. The last, microstructure, is focused on the smallest linguistic meanings, such as semantics, syntax, style, and rhetorical aspects.

**RESEARCH METHOD**

This study used a descriptive qualitative technique with a critical discourse analysis focused on content analysis. The object of this research is the speech of Maudy Ayunda at a Press Conference on the Introduction of the Government Spokesperson for Indonesia's G20 Presidency. The speech was selected entirely from a Youtube channel, which was then vocally transcribed into a written form to confirm the accuracy of the information. The researcher employed Van Dijk's method to study Maudy Ayunda's speech text, which divided the analysis into four parts: supra-structure, superstructure, macro-structure, and micro-structure, which contain linguistics components of the discourse and non-linguistics aspects of the discourse.

In supra-structure, the research separated the speech into three stages: opening, content, and closing, and then inserted each paragraph of Maudy Ayunda's speech into the three sections established in Maudy Ayunda's speech text framework. Then, in the superstructure, the authors transmit the overall meaning by providing a supporting argument organized in the discourse's introduction, substance, and conclusion. The researcher then picked a few paragraphs from Maudy Ayunda's speech and incorporated them into the macro-structure. Furthermore, the writer divided the analysis into four components in the micro-structure: semantic, syntactic, stylistic, and rhetorical features.

**FINDINGS**

**Supra-Structure**

Supra structure is a technique used by writers to support a common sense and provide support for the arguments made in the introduction, body, and conclusion (Yanti et al., 2019). The discourse analysis's superstructure observes how the elements and organization of the speech are arranged as a whole. Using power also involves using a generic structure. Maudy Ayunda's speech is, in general, divided into three main elements, namely opening, content, and closing.

"(1)*Assalama alakum warahmatulahi wabarakatuh, salom, salam sejahtra bagi kita semua, om swastiastu, namo buddahaya, salam kebajikan.*(2) *Selamat sore teman dan sahabat G20, saya Maudy Ayunda merasa senang berada ditengah teman dan sahabat semua didalam dan diluar negeri.*

(3)*kita semua selalu bersemangat mengikuti berbagai perkembangan G20, terutama karena Indonesia menjadi tuan rumah G20.*(4)*Di kesempatan yang baik ini, saya menyampaikan terima kasih kepada Menteri Komunikasi dan Informatika Bapak Johnny G Plate yang telah mengenalkan saya sebagai bagian tim juru bicara*

*pemerintah untuk Presidensi G20 Indonesia.*<sup>(5)</sup>*saya merasa terhormat dan dipercayakan menjalankan tugas menyebarkan informasi terkait Presidensi G20 Indonesia, oleh karena itu, saya mengajak seluruh masyarakat Indonesia dan dunia aktif berpartisipasi menyukseskan perhelatan besar tersebut.* <sup>(6)</sup> *Saya excited, ini momentum bersejarah, ini kesempatan Indonesia mendorong dunia untuk pulih dan bersama-sama atasi tantangan ekonomi global. Makanya, tugas sejarah ini harus disambut sukacita dan optimis. Tidak butuh waktu lama untuk saya menyetujui sebagai bagian dari tim juru bicara pemerintah Republik Indonesia untuk Presidensi G20.* <sup>(7)</sup> *Saya ingin sekali terlibat dalam moumentum bersejarah ini, karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi?, mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.* <sup>(8)</sup>*G20 bermanfaat untuk masyarakat Indonesia, kedatangan ribuan delegasi akan membangkitkan ekonomi kita. kita harus bangga bahwa Indonesia berkesempatan untuk memimpin pembahasan tentang skenario menyelamatkan dunia keluar dari pandemic.* <sup>(9)</sup>*krisis ekonomi yang berkepanjangan, perubahan iklim dan transformasi digital menjadi isu-isu penting di masa depan, oleh karena itu, tema yang diusung Presidensi G20 Indonesia adalah Recover Together, Recover Stronger.* <sup>(10)</sup> *Indonesia mengajak seluruh dunia berkolaborasi, pulih bersama dari pandemi Covid-19 dan bersama tumbuh menjadi lebih kuat secara berkelanjutan. Tiga isu prioritas Presidensi G20 Indonesia adalah penguatan arsitektur kesehatan global, transformasi digital, serta transisi energi. Ketiga isu tersebut akan dibahas di semua sektor untuk nantinya menjadi modal besar untuk dunia agar pulih dan bangkit lebih kuat lagi.* <sup>(11)</sup>*Media massa dan sahabat G20 serta masyarakat Indonesia perlu terlibat dan bekerjasama untuk mengkomunikasikan perkembangan kegiatan dan informasi G20 agar Indonesia dan dunia merasakan manfaat Presidensi G20 Indonesia dalam kehidupan sehari-hari.* <sup>(12)</sup> *Keberhasilan Presidensi G20 Indonesia akan menjadi catatan sejarah yang membanggakan, hasil konkrit dari pembahasan ketiga isu prioritas akan membawa perubahan kehidupan kita yang lebih baik.*

<sup>(13)</sup>*Sekali lagi, terima kasih atas penugasan yang diberikan, Assalama alakum warahmatulahi wabarakatuh."*

Table 1. Supra Structure

| Part | Sentences | Description |
|---|---|---|
| Opening | 1-2 | 1. Maudy Ayunda greets by using each greeting of religion in Indonesia.<br>2. Maudy Ayunda greets based on the time of that day and says hello to the audience. |
| Contents | 3-13 | 3. Maudy Ayunda stated that she was always enthusiastic about following the developments of the G20.<br>4. Maudy Ayunda expressed her gratitude to Mr. Johnny G Plate, the Minister of Communication and Information, for introducing her as part of the |

| | | |
|---|---|---|
| | | government spokesperson team for the G20 Indonesia Presidency. |
| | | 5. Maudy Ayunda tells her respect for honor as a spokesperson for sharing information about G20 Presidency. And she invites the Indonesian people to make the G20 a success. |
| | | 6. Maudy Ayunda expresses her excitement as a part spokesperson in G20. |
| | | 7. Maudy Ayunda invites the Indonesian people to participate together to make the G20 activities a success. |
| | | 8. Maudy Ayunda explains the beneficial G20 |
| | | 9. Maudy Ayunda tells the reason topic of G20. |
| | | 10. Maudy Ayunda tells the issue that discusses in G20 |
| | | 11. Maudy Ayunda invites the media and public to communicate the developments of the G20 to Indonesia and the world. |
| | | 12. Maudy Ayunda explains the success of the G20 will be a historical record. |
| Closing | 13 | 13. Maudy Ayunda closed her speech by saying thank you and saying an Islamic greeting. |

**Superstructure**

Superstructure (schematic) deals with the author's strategies in conveying the general meaning by providing supporting reasons organized in the opening, content, and closing of the discourse (Muhassin, 2021). Based on the supra structure analysis of Maudy Ayunda's speech in the opening ceremony of G20, based on the video, the researcher found that the speech is complete with opening and closing. Based on the video, Maudy Ayunda opens her speech with words that indicate the opening greeting, such as greetings and opening sentences. The first sentence of the speech begins with the sentence:

> *"Assalama alakum warahmatulahi wabarakatuh, salom, salam sejahtra bagi kita semua, om swastiastu, namo buddahaya, salam kebajikan. Selamat sore teman dan sahabat G20, saya Maudy Ayunda merasa senang berada ditengah teman dan sahabat semua didalam dan diluar negeri."*

Maudy Ayunda opens her speech by saying greetings from each religion in Indonesia. Besides that, she also said greetings based on the time when she delivered her speech.

> [3]*kita semua selalu bersemangat mengikuti berbagai perkembangan G20, terutama karena Indonesia menjadi tuan rumah G20.*

In the third sentence, Maudy Ayunda tells her enthusiasm about following the developments of the G20, and also in this sentence, she tells the reason why Indonesia is to be the host of G20.

> [4]*Di kesempatan yang baik ini, saya menyampaikan terima kasih kepada Menteri Komunikasi dan Informatika Bapak Johnny G Plate yang telah mengenalkan saya sebagai bagian tim juru bicara pemerintah untuk Presidensi G20 Indonesia.*[5]*saya merasa terhormat dan dipercayakan menjalankan tugas*

*menyebarkan informasi terkait Presidensi G20 Indonesia, oleh karena itu, saya mengajak seluruh masyarakat Indonesia dan dunia aktif berpartisipasi menyukseskan perhelatan besar tersebut. (6) Saya excited, ini momentum bersejarah, ini kesempatan Indonesia mendorong dunia untuk pulih dan bersama-sama atasi tantangan ekonomi global. makanya, tugas sejarah ini harus disambut sukacita dan optimis. Tidak butuh waktu lama untuk saya menyetujui sebagai bagian dari tim juru bicara pemerintah Republik Indonesia untuk Presidensi G20. (7) Saya ingin sekali terlibat dalam moumentum bersejarah ini, Karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi?, mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.*

In the fourth until seventh sentence, Maudy Ayunda says thank you to the Minister of Communication and Informatics, Mr. Johnny G Plate, who has introduced her as part of the government spokesperson team for the Indonesian G20 Presidency. She stated that the G20 activities would be able to encourage the world to recover and jointly overcome global economic challenges. And she invites all Indonesian people to participate in making success the G20.

*(8)G20 bermanfaat untuk masyarakat Indonesia, kedatangan ribuan delegasi akan membangkitkan ekonomi kita. Kita harus bangga bahwa Indonesia berkesempatan untuk memimpin pembahasan tentang skenario menyelamatkan dunia keluar dari pandemic. (9)krisis ekonomi yang berkepanjangan, perubahan iklim dan transformasi digital menjadi isu-isu penting di masa depan, oleh karena itu, tema yang diusung Presidensi G20 Indonesia adalah Recover Together, Recover Stronger.*

In the eighth until the ninth sentence, Maudy Ayunda explained in her speech the benefits of the G20 activities, the benefits of which would be able to overcome the economic crisis. Besides that, she also explained the theme of G20. The theme chosen is Recover Together, Recover Stronger, which aims to restore the world economy.

*(10) Indonesia mengajak seluruh dunia berkolaborasi, pulih bersama dari pandemi Covid-19 dan bersama tumbuh menjadi lebih kuat secara berkelanjutan. Tiga isu prioritas Presidensi G20 Indonesia adalah penguatan arsitektur kesehatan global, transformasi digital, serta transisi energi. Ketiga isu tersebut akan dibahas di semua sektor untuk nantinya menjadi modal besar untuk dunia agar pulih dan bangkit lebih kuat lagi.*

In the tenth sentence, Maudy Ayunda explained the reasons for the issues that discuss G20 Presidency Indonesia. The reasons are strengthening the global health architecture, digital transformation, and the energy transition. The G20 is one form of world government in encouraging the world's economic recovery together.

*(11) Media massa dan sahabat G20 serta masyarakat Indonesia perlu terlibat dan bekerjasama untuk mengkomunikasikan perkembangan kegiatan dan informasi G20 agar Indonesia dan dunia merasakan manfaat Presidensi G20 Indonesia dalam kehidupan sehari-hari. (12) Keberhasilan Presidensi G20 Indonesia akan menjadi catatan sejarah yang membanggakan, hasil konkrit dari pembahasan ketiga isu prioritas akan membawa perubahan kehidupan kita yang lebih baik.*

In the eleventh and twelfth sentences, Maundy Ayunda invites the media and public to communicate the developments of the G20 to Indonesia and the world.

She explains the success of the G20 will be a historical record, and the result of the discussion in G20 will bring changes in our life for the better.

> [13]*Sekali lagi, terima kasih atas penugasan yang diberikan, Assalam alakum warahmatulahi wabarakatuh."*

The thirteenth sentence is the closed sentence of Maudy Ayunda's speech. In this sentence, she closed her speech by saying thank you for the opportunity as spokesperson, and also she closed by saying an Islamic greeting.

**Macro-structure**

According to Sujatmiko (2020), the macrostructure is the global meaning of the text that someone can see by observing the topic or theme displayed by the text. In the macro-structure, a text's themes and issues are examined. Every text's central topic is known as the theme. An abstract quality known as macrostructure can appear in a variety of ways that are connected to grammar, cognitive functions, or social action theory (Siddiq, Hidayat, Alek, & Adrefiza, 2021). With the aid of various expressions of the underlying macrostructures and their relationships, all these areas can be built. Based on the macro-structure analysis of the text of Maudy Ayunda's speech at the press conference on the introduction of the government spokesperson for Indonesia's G20 presidency. The theme of the speech delivered by Maudy Ayunda persuaded the Indonesian community to participate in this historic moment at G20. Themes and topics are conveyed explicitly and can be seen in the following sentences:

> *Saya merasa terhormat dan dipercayakan menjalankan tugas menyebarkan informasi terkait Presidensi G20 Indonesia, oleh karena itu, saya mengajak seluruh masyarakat Indonesia dan dunia aktif berpartisipasi menyukseskan perhelatan besar tersebut.*
>
> *Saya ingin sekali terlibat dalam moumentum bersejarah ini, Karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi? Mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.*
>
> *Media massa dan sahabat G20 serta masyarakat Indonesia perlu terlibat dan bekerjasama untuk mengkomunikasikan perkembangan kegiatan dan informasi G20 agar Indonesia dan dunia merasakan manfaat Presidensi G20 Indonesia dalam kehidupan sehari-hari.*

These sentences explicitly explain the theme of Maudy Ayunda's speech to persuade the Indonesian community and media to participate together in communicating the development and information of the G20 conference. And Maudy Ayunda emphasized the benefits of the presidency.

Micro-structure

Microstructure refers to the local meaning of a text, which can be understood from the word choice, sentence, and language style used in a text (Madkur, 2017); (Putranto et al., 2021). This sort of element concerns linguistic aspects such as semantic, syntactic, stylistic, and rhetoric. As we know understanding of every person has own way of using language to interact with other people. In Maudy Ayunda's speech at the opening ceremony of G20, the researcher analyzes the microstructure as below:

Table 2. Micro-structure

| Semantic |
|---|
| This finding indicates that in her speech, Maudy Ayunda used explicit and implicit language styles to convey the message of her speech. This can see in some sentences delivered in her speech.<br><br>*Saya merasa terhormat dan dipercayakan menjalankan tugas menyebarkan informasi terkait Presidensi G20 Indonesia, oleh karena itu, saya mengajak seluruh masyarakat Indonesia dan dunia aktif berpartisipasi menyukseskan perhelatan besar tersebut.*<br><br>*Saya ingin sekali terlibat dalam moumentum bersejarah ini, Karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi? Mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.*<br><br>*Media massa dan sahabat G20 serta masyarakat Indonesia perlu terlibat dan bekerjasama untuk mengkomunikasikan perkembangan kegiatan dan informasi G20 agar Indonesia dan dunia merasakan manfaat Presidensi G20 Indonesia dalam kehidupan sehari-hari.*<br><br>The explicit meaning of the sentence conveyed in her speech is in the sentence above, which persuades the Indonesian people to participate in the success of the G20 conference. The implicit meaning conveyed "in order for Indonesia, and the world can experience the benefits of Indonesia's G20 Presidency in everyday life". |
| **Syntax** |
| Maudy Ayunda clearly stated that the purpose of her speech persuades the Indonesian people to succeed in the G20 activities, which are held only once every 20 years. |
| **Stylistic** |
| The word choice in Maudy Ayunda's speech used the formal word to deliver her speech. Besides that, in some parts of her speech, the researcher found that she used figurative language, Pleonasm.<br>*Saya ingin sekali terlibat dalam moumentum bersejarah ini, Karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi? Mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.* |
| **Rhetorics** |
| Maudy Ayunda's speech found some rhetorical language in some parts that deliver in her speech, which to persuade the Indonesia community to participate making success G20 conference, such as the following sentence:<br>*Saya merasa terhormat dan dipercayakan menjalankan tugas menyebarkan informasi terkait Presidensi G20 Indonesia, oleh karena* |

> *itu, saya mengajak seluruh masyarakat Indonesia dan dunia aktif berpartisipasi menyukseskan perhelatan besar tersebut.*
>
> *Saya ingin sekali terlibat dalam moumentum bersejarah ini, Karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi? Mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.*
>
> *Media massa dan sahabat G20 serta masyarakat Indonesia perlu terlibat dan bekerjasama untuk mengkomunikasikan perkembangan kegiatan dan informasi G20 agar Indonesia dan dunia merasakan manfaat Presidensi G20 Indonesia dalam kehidupan sehari-hari.*

**Linguistic Aspects of the Discourse**

The transcripts of speech were analyzed linguistically by looking at grammar and coherence (Assidik & Dianastiti, 2016). The grammar that is analyzed includes transitivity, modality, and aspects. The coherence consists of pronouns and conjunctions.

1. Grammar

   a. Transitivity

Analysis of grammar includes transitivity, modality, and aspects. Further discussion of the three matters is as follows.

Almost all of the discourse on President Maudy Ayunda's speech used the form of an active clause. Transitivity data contained in the discourse include the following.

(3)*kita semua selalu bersemangat mengikuti berbagai perkembangan G20, terutama karena Indonesia menjadi tuan rumah G20.*

(4)*Di kesempatan yang baik ini, saya menyampaikan terima kasih kepada Menteri Komunikasi dan Informatika Bapak Johnny G Plate yang telah mengenalkan saya sebagai bagian tim juru bicara pemerintah untuk Presidensi G20 Indonesia.*

(5)*saya merasa terhormat dan dipercayakan menjalankan tugas menyebarkan informasi terkait Presidensi G20 Indonesia, oleh karena itu, saya mengajak seluruh masyarakat Indonesia dan dunia aktif berpartisipasi menyukseskan perhelatan besar tersebut.*

(6) *Saya excited, ini momentum bersejarah, ini kesempatan Indonesia mendorong dunia untuk pulih dan bersama-sama atasi tantangan ekonomi global. Makanya, tugas sejarah ini harus disambut sukacita dan optimis. Tidak butuh waktu lama untuk saya menyetujui sebagai bagian dari tim juru bicara pemerintah Republik Indonesia untuk Presidensi G20.*

(7) *Saya ingin sekali terlibat dalam moumentum bersejarah ini, karena momentum ini ada 20 tahun sekali, kalau kita tidak terlibat sekarang kapan lagi?, mari kita bergabung bersama berpartisipasi untuk menyukseskan momen ini.*

Maudy Ayunda in speech used active clauses. The use of this clause places Maudy Ayunda (me) and Indonesian people (we). Active clauses are used to highlight the subject as the actor. In this case, it is to strengthen the position of Maudy Ayunda in giving an invitation. The use of transitivity has implications for

forming a positive image of Maudy Ayunda as well as a positive image for people or audiences.

### b. Modality

The modality is used to assess the power level of the speakers. In Maudy Ayunda's speech, two intentional modalities were found. Intentional modality is a modality that expresses an expectation, invitation, request, wish, or request. The use of these two types of modalities is as follows:

(8)*G20 bermanfaat untuk masyarakat Indonesia, kedatangan ribuan delegasi **akan** membangkitkan ekonomi kita. Kita **harus** bangga bahwa Indonesia berkesempatan untuk memimpin pembahasan tentang skenario menyelamatkan dunia keluar dari pandemic.*

(12) *Keberhasilan Presidensi G20 Indonesia **akan** menjadi catatan sejarah yang membanggakan, hasil konkrit dari pembahasan ketiga isu prioritas **akan** membawa perubahan kehidupan kita yang lebih baik.*

### c. Aspect

The employment of auxiliary words for aspects is deliberate in Maudy Ayunda's speech. On the employment of auxiliary words for the "will" aspect, there is one piece of information. The use of the auxiliary term demonstrates Maudy Ayunda's dedication and desire for the success of G20 events to involve the Indonesian people. An example of data from the auxiliary word aspect is as follows.

*G20 bermanfaat untuk masyarakat Indonesia, kedatangan ribuan delegasi **akan** membangkitkan ekonomi kita. Kita harus bangga bahwa Indonesia berkesempatan untuk memimpin pembahasan tentang skenario menyelamatkan dunia keluar dari pandemic.*

### 2. Coherence

Coherence is the relationship or connectivity in a text between words or sentences or between two unrelated facts that might be connected to make them seem related (Assidik & Dianastiti, 2016). Coherence examines how a speaker strategically uses discourse to illuminate a fact or an event, whether it is perceived as a distinct occurrence, a linked one, or precisely as a cause and effect. Based on the pronouns and conjunctions used, the coherence of this discourse is examined.

### a. Pronouns

The pronouns used by Maudy Ayunda show where someone is in the discourse. Maudy Ayunda gave her speech using the pronouns (I and we). (I) in Maudy Ayunda's speech is her, while (we) are the audience.

### b. Conjunction

The conjunction in Maudy Ayunda's speech is "dan ."The use of this conjunction is more indicative of a coordinative conjunction.

## DISCUSSION

The findings of the study are supported by Van Dijk's (2008) theory, which divides textual analysis into three parts: macrostructure, superstructure, superstructure, and microstructure. The opening, the content, and the closing make up the superstructure. The researcher found all the components of each speech in the speech based on Van Dijk's design in Maudy Ayunda's speech, as can be seen in the majority of the study and findings.

This study found the explicit and implicit meaning of the sentence or speech delivered by Maudy Ayunda. The explicit meaning of the sentence conveyed in her speech is the sentence that persuades the Indonesian people to participate in the success of the G20 conference. The implicit meaning exists at the end of the 11th sentence or paragraph, which is conveyed "in order Indonesia and the world can experience the benefits of Indonesia's G20 Presidency in everyday life". The purpose of Maudy Ayunda's speech is to persuade Indonesian people to participate in making a successful G20 conference. Maudy Ayunda's speech used formal language and also used the figurative language Pleonasm. Besides that, the researcher found some rhetorical language in some parts that delivers in her speech. These data analyzes in the microstructure.

**CONCLUSION**

Based on the analysis that has been done, it can be concluded that Maudy Ayunda's speech aims to persuade the Indonesian people to participate in the success and communicate the development of the G20. Based on the results of the analysis carried out using Van Dijk's theory shows that in the superstructure and superstructure parts of Maudy Ayunda's speech, there are opening and closing sections. Then, in the microstructure section, the analysis leads to semantics, syntax, stylistics, and rhetoric. In the linguistic analysis section, there are aspects that are divided into grammar and coherence. The grammar analyzed includes transitivity, modality, and aspects. Coherence consists of pronouns and conjunctions.

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