

ASSERTIVE COMMUNICATION STRATEGIES IN THE 'DESAK ANIES' PROGRAM: MODERN POLITICAL DISCOURSE IN INDONESIA

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ABSTRACT

This research examines the language style used by Anies Baswedan in the “Desak Anies” program on Kompas TV, focusing on how assertive communication strategies are adapted to modern media platforms in Indonesia's political landscape. Using a qualitative approach with content analysis, episodes aired between January and December 2023 were analyzed based on McNair's political communication theory and Austin's speech act theory. The findings highlight four main assertive communication styles: basic assertion for clarity, empathic assertion for emotional connection, escalating assertion for firm responses, and confrontative assertion for addressing misinformation. By maintaining message consistency across platforms, this study emphasizes how political figures can effectively engage audiences, build trust, and shape public opinion in the digital era. This research contributes to the understanding of political communication strategies in Indonesia's ever-evolving media context.

Keyword : *Assertive communication, political discourse, communication styles, modern Indonesian politics*

INTRODUCTION

The style of language in communication is a crucial element that everyone, especially leaders, must possess. Each individual has a unique language style for conveying ideas, information, and emotions between individuals or groups in a structured manner. As Aminuddin (2011) defines it, refers to how a writer conveys messages through the use of elegant, harmonious language capable of influencing the reader's thoughts and emotions. Similarly, Keraf (2019) emphasizes that language style is the way a speaker expresses their thoughts through specific linguistic choices that reflect their soul and personality, making their message easier to manage and understand for listeners.

In Indonesia, political communication has undergone a significant transformation in the digital era, particularly in how public figures articulate their views and engage with their audiences (Wijaya & Sutanto, 2022). One notable example is the "Desak Anies" program aired on a television station, which serves as an intriguing case study of modern political communication. In this program, Anies Baswedan's assertive communication style plays a pivotal role in shaping political discourse and public opinion about his ideas.

Therefore, language style in communication greatly influences the way ideas and thoughts are conveyed in such a way that they can be understood and understood. The communication patterns observed in the "Desak Anies" program examine how these styles impact political dialogue and public perception in the context of contemporary media consumption. In the context of political communication in Indonesia, this research makes an important contribution in analyzing how political leaders can optimize the use of language styles to influence the thoughts and emotions of the audience. As stated by Keraf (2019), language style plays a crucial role in reflecting personality and making it easier for listeners to understand the message. This research deepens this understanding by analyzing how word choice and language style can be adapted to the characteristics of modern media, while still maintaining the effectiveness of the message in the Indonesian cultural context (Kustanti & Prihmayadi, 2017).

Adapting traditional communication styles to the demands of the digital era is one of the challenges that must be balanced, "political communication has undergone a significant transformation in the digital era" (Wijaya & Sutanto, 2022). This indicates the need for a communication strategy that can bridge the gap between conventional media (television) and digital platforms. Therefore, the effectiveness of text message delivery emphasizes the importance of word choice (diction) in achieving communication goals. According to Keraf (2019), language style must reflect the spirit and personality of the speaker while still making the message easy for listeners to understand. Furthermore, language style plays a role in influencing readers' thoughts and emotions (Aminuddin, 2011), the challenge in this context is how to use appropriate language style to build positive public perceptions while still maintaining the integrity of the political message conveyed. All of these challenges can be overcome through the development of comprehensive and adaptive communications strategies, taking into account the unique characteristics of each media platform and the needs of different audiences.

In this digital era, the transformation of political communication in Indonesia has created new challenges and opportunities in the way politicians communicate with the public

(Wijaya & Sutanto, 2022). The "Desak Anies" program is a clear example of how an assertive communication style can influence public perception and shape contemporary political discourse. The evolution of media consumption patterns has significantly influenced how assertive communication styles are perceived and interpreted. With the rise of social media platforms, short video content, and instant messaging, political communication has adapted to become more direct and engaging (Davidson & O'Brien, 2024). The "Desak Anies" program, through its presence on various platforms—television, YouTube, and social media clips—shows how assertive communication can be effectively adapted to various media formats (Nugroho & Sastro, 2023). The phenomenon of using social media for political purposes is still new and the literature on its effectiveness in political communication is limited. Likewise, there is still little literature on the effectiveness of political public relations via social media to gain public support. According to Failaq & Madjid (2022), effective campaign strategies can include the use of striking methods, participation in important events, or collaboration with well-known figures to build public trust.

Furthermore, the communication study in the "Desak Anies" program provides valuable insight into how political communication is developing in response to changes in the media landscape in the modern era which is more accessible and can be followed directly by members of the campaign community, or indirectly. As social media platforms continue to influence public discourse, the ability to maintain firm yet engaging communications is becoming increasingly important for political figures (Rodriguez & Kim, 2024).

Based on the explanation above, the problem in this research is that the language style used by Anies Baswedan in the Desak Anies program on Kompas TV is not yet known. Thus, this research aims to analyze how this communication style adapts to the demands of digital platforms and television, as well as identifying effective strategies in overcoming the challenges of political communication in modern Indonesia. Through in-depth analysis of this program, this research is expected to provide valuable insight into the evolution of political communication in the digital era and its implications for the formation of public opinion

METHOD

This research uses a qualitative approach with content analysis as the main method to examine communication in the "Desak Anies" program. This approach is based on Mcnair's (2021) political communication theory and Austin's (2019) speech act theory as an analytical framework. Data collection was carried out through purposive sampling of episodes of the "Desak Anies" program which were broadcast between January and December 2023. This

period was chosen because it coincided with a critical phase in national political dynamics, especially the preparation period for the 2024 general election (Patton, 2022). Sample selection criteria include intensity of use of assertive communication styles, relevance to contemporary political issues, and variety of message delivery platforms.

Data analysis was carried out in three stages: open coding, axial coding, and thematic analysis with the help of NVivo software (Bazeley & Jackson, 2023). Research validity is guaranteed through data triangulation, peer review, member checking, and systematic audit trail (Creswell & Poth, 2023). Although the research is limited to one television program, the chosen time period provides an adequate context for analyzing the adaptation of political communication styles in the digital era. This methodology allows for an in-depth exploration of assertive communication styles in the context of modern digital media and television, with a focus on the effectiveness of political messaging across various media platforms.

FINDINGS AND DISCUSSION

Findings

This study analyzes the assertive communication strategies employed by Anies Baswedan in politics to gain public support by leveraging the effectiveness of social media in the modern era, which is accessible to a broad audience. Using references provided in the program titled “Desak Anies” as the primary framework, the study explores how assertive communication is managed through various approaches. Therefore, the assertive communication style in the “Desak Anies” program reveals the complex patterns of political communication adapted to different media contexts while maintaining the consistency of messages conveyed to the audience. This section presents detailed findings across various dimensions of assertive communication.

Basic Assertion

Basic assertion emerges as the foundation of communication strategy in Anies' political discourse (Alberti & Emmons, 2023). This style is manifested through clear and direct statements that establish policy positions and administrative intent. Key examples include: *"This program will be implemented within the first 100 days with measurable targets."* Such statements reflect what Rahman et al. (2023) identify as clarity-focused political communication. Another example, *"The budget will be allocated based on priority scales and direct impact on society"*. The effectiveness of basic assertion is particularly evident in policy explanations, where clear communication reduces public misunderstandings and builds trust

Empathic Assertion

Empathic assertion represents a sophisticated combination of firmness and emotional intelligence in political communication. This style is characterized by acknowledging public concerns while maintaining clear policy positions. Notable examples include: *"I hear the concerns of small traders, and therefore we will develop this policy considering their socio-economic aspects."* Another statement, *"The economic challenges we face are indeed difficult, but that's precisely why we must take these strategic steps,"* exemplifies balancing acknowledgment of challenges with decisive leadership.

Escalating Assertion

The study highlights the sophisticated application of escalating assertion, particularly in navigating challenging interviews and controversial issues. This approach involves a systematic intensification of communication firmness while maintaining professionalism. Examples include: *"Allow me to explain three important points in this matter. First... Second... And most crucially..."*. The analysis indicates that escalating assertion is most effective when combined with data presentation and logical argumentation, reinforcing on persuasive political communication.

Confrontative Assertion

In responding to misinformation and criticism, confrontative assertion emerges as a strategic approach. This style directly challenges inaccurate information while maintaining a professional tone. For instance: *"The data you presented does not align with ground realities. Based on the latest audit..."* Another example, *"Let's clarify this matter. The truth is..."* underscores the importance of directly addressing misinformation, aligning with modern demands for political transparency.

Discussions

This study provides a comprehensive understanding of Anies Baswedan's assertive communication strategy used in the "Desak Anies" initiative. This section summarizes the above findings and analyzes their contribution to political communication theory and practice, especially in the context of contemporary Indonesian media and politics. So from these findings the researcher found several results which are discussed in this research

Integrating Traditional and Modern Communication Methods

One of the main results of this study is the successful integration of traditional Indonesian communication methods with contemporary media. Even while Indonesian culture frequently encourages communication that is not silent in order to achieve harmony (Purnomo & Hadiwidjoyo, 2023), Anies's asertif communication style contrasts this tradition with the clarity and realism that are needed in modern politics. By adapting asertif strategies to various media formats, such as television, social media, and digital platforms, Anie demonstrates the ability to understand various audience preferences and ensure that pesan-pesannya is effective in many contexts.

a. Effectiveness of Assertive Communication Strategies

The analysis shows that four different styles of assertive communication can be used to solve various political communication problems. Such Basic Assertion is very important for making policies and governance clear and easy to understand. By establishing policies with clear goals and priorities, Anies increases accessibility and fosters public trust and Emphatic Assertion when Anies combines emotional intelligence with assertiveness to address concerns by meeting people's needs for accountability and clarity (Rahman et al., 2023; Kurniawan & Setiadi, 2024). This strategy increases public participation and strengthens his reputation as a leader by building an emotional connection with the audience. However, this style of effectiveness varies depending on the medium as social media often does.

b. Contributions to Political Communication

This research provides valuable insights into the dynamics of political communication in the digital age. Specifically, it underscores the importance of adapting communication strategies to the evolving media landscape and audience expectations. The "Desak Anies" program serves as a case study for how assertive communication can:

✓ *Maintain Message Consistency Across Diverse Media Platforms*

Maintaining message consistency across various media platforms is essential for effective political communication in the digital age (Wilson & Chang, 2024). Audiences today consume information through diverse channels such as television, social media, and online forums, making it imperative for political messages to remain uniform. Consistency not only enhances clarity but also builds trust by reinforcing the same core ideas, policies, and values regardless of the medium used. To achieve this, political figures often employ unified visual branding and synchronized publication schedules tailored to different platforms. For example, while television might focus on

in-depth interviews, social media often requires succinct messaging in short video clips or infographics (Nugroho & Sastro, 2023). Such strategic adaptation ensures accessibility for different audience demographics while avoiding conflicting narratives, which can damage credibility.

✓ *Adapt Traditional Communication Principles to Contemporary Political Contexts (Suharto & Widjanarko, 2023)*

Indonesia's cultural communication traditions, rooted in respect, harmony, and indirectness, remain relevant but must evolve to fit the fast-paced, digital-driven environment of modern politics (Suharto & Widjanarko, 2023). Traditional communication principles—such as polite language and collaborative dialogue—must be adapted for platforms where brevity and directness are highly valued. For instance, while preserving cultural respect and harmony, politicians like Anies Baswedan have adjusted their communication style to include clear, concise statements that address contemporary issues. As highlighted in the "Desak Anies" program, Anies demonstrated how to blend Indonesia's cultural politeness with assertive, data-driven messaging to resonate with modern audiences (Hartanto & Priyana, 2023). This approach maintains authenticity while meeting the demand for transparency and efficiency in digital platforms, ensuring effective audience engagement.

✓ *Enhance Public Engagement by Combining Clarity, Emotional Intelligence, and Fact-Based Communication*

(Final Dates Between September 2023 to October 2023) Public engagement in that paradigm is very much improved when political communication is where that clarity meets emotional intelligence and the facts (Thompson & Garcia, 2024)

- Clarity is key to making complex issues accessible. Statements such as "this program will be in operation with measurable performance targets within 100 days" (Rahman et al., 2023) reduce technical policy recommendations to actionable terms. This will not only be in line with modern-day governance which concerns transparency (Kurniawan & Setiadi, 2024).
- Emotional Intelligence provides the audience with a personal connection. Demonstrating empathy builds trust and emotional connection with varied stakeholders as seen in Anies' empathetic wasah-wasih remarks, such as, "I hear small traders' worries, and we will develop this policy based on their socio-economic conditions" (Hamid & Rachman, 2023). This accords what Thompson &

Garcia (2024) characterize as emotionally intelligent political leadership to as the key to reinforce public trust.

- Fact-Based Communication is an antidote to misinformation and adds credibility. In an age of rapid fact-checking, political figures need to back up statements with verified information if they want to be authoritative. For example, it could say: “The data you have presented does not match the realities on the ground. Reporting based on the most recent audit...” Stress accuracy and transparency (Lee & Wong, 2024). These practices are crucial in responding to the public's demand for credible knowledge in political conversations (Sutanto & Dharma, 2024).

When combined, they help political figures to deliver messages that appeal both emotionally and rationally, resulting in a balanced content in public discourse (Hartanto & Priyana, 2023). This unique combination of clarity, empathy, and evidence, in its most powerful form, is particularly valuable in addressing complex issues in a way that informs and mobilizes audiences across diverse digital landscapes. Therefore, These strategies enable the clear and transparent explanation of policies, aligning with the principles of modern communication (Rahman et al., 2023). By integrating these strategies, his communication approach has proven effective in building public trust, creating emotional connection, and strengthening his stance when facing criticism or challenges. However, the success of these strategies heavily relies on the ability to adapt the communication style to the context and characteristics of the audience.

CONCLUSION AND SUGGESTION

This research shows that assertive communication in Indonesian political discourse, as exemplified in the “Desak Anies” program, represents a complex interaction between traditional values and modern communication needs. This study reveals that effective political communication in contemporary Indonesian media requires a sophisticated balance between different assertive styles, each of which serves specific purposes in various contexts. Research shows that basic statements build trust through transparency, while empathetic statements maintain relationships by exonerating the public. Furthermore, the successful adaptation of assertive communication on various media platforms shows the evolution of political discourse in the digital era. These adaptations maintain message consistency while optimizing communications for specific platform needs. Therefore, future research might explore how these communication patterns develop along with changes in the media landscape and their

long-term impact on political discourse in Indonesia. Additionally, comparative studies with other political contexts could provide valuable insights into the universality of these findings.

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