

Sociolinguistic Perspectives On Political Communication And Public Policy In President Prabowo's Astacita Of Indonesia

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Abstract

This study examines sociolinguistic perspectives on political communication and public policy in the Indonesian President Prabowo Subianto's Astacita (the eight development principles), focusing on linguistic strategies, public reception, and policy alignment. The research employs critical discourse analysis (CDA) of Prabowo's speeches and content analysis of seven Presidential Regulations (Perpres) issued within his first 100 days. Additionally, a word frequency analysis was conducted to assess thematic consistency in Prabowo's speeches at both national and international forums. Using Habermas' Political Communication Theory (1984) and Van Dijk's Political Pragmatics Theory (1997), the study examines how language constructs political legitimacy, governance ideology, and national identity formation. The findings indicate that Prabowo's rhetoric aligns with Astacita's emphasis on economic resilience and national security, yet there is a lack of focus on linguistic diversity, grassroots participation, and environmental policies. However, the finding indicates that the Astacita principles related to environment and climate change actions are the lowest frequency found in his speeches and the presidential regulations. Furthermore, the policy analysis of Perpres reveals partial consistency between Prabowo's speeches and enacted regulations, suggesting areas for further refinement. Public sentiment analysis demonstrates mixed reactions, with concerns surrounding budgetary policies, inclusivity, and governance transparency. The study concludes that to strengthen Astacita, future policies should enhance linguistic inclusivity, promote participatory governance, and integrate digital adaptation in public communication.

Keywords: *Astacita, sociolinguistics, political communication, policy analysis, discourse analysis*

INTRODUCTION

Language plays a strategic role in political communication and public policy. In governance, language serves not only as a communication tool but also as an instrument of power to establish legitimacy, construct national identity, and shape public opinion. From a sociolinguistic perspective, the use of language in politics is closely related to discourse construction, lexical choices, and communication strategies tailored to diverse audiences.

In Indonesia, linguistic politics becomes particularly intriguing when a leader introduces a normative and ideological concept, as seen in President Prabowo Subianto's *Astacita* (Eight Development Principles) (Koalisi Indonesia Maju, 2024). This concept has been presented as a grand vision for the upcoming administration, forming part of political rhetoric to develop policies and build national identity. However, in political reality, the dissemination of such a concept is not without challenges, including public reception, varying interpretations, and its effectiveness in fostering a connection between the leader and the people. A key element of this study is the assessment of *Astacita*'s consistency with newly established Presidential Regulations (*Perpres*) within Prabowo's first 100 days in office. This provides insights into how policy implementations reflect the articulated vision of *Astacita* and whether the rhetoric in Prabowo's speeches translates into actionable policies.

Sociolinguistics posits that language choices in politics carry profound social dimensions (Alwi & Murad, 1995). Political leaders do not merely address the public at large but also engage with specific groups possessing different social, cultural, and economic backgrounds. In this context, President Prabowo's communication strategy in promoting *Astacita* can be examined through the lens of language variation, code-switching, and the role of language in constructing national identity. This study aims to analyze how language used in Prabowo's political discourse contributes to the public's awareness of national identity and public policy.

Furthermore, *Astacita* as a public policy initiative has sociolinguistic implications for national language policy. Indonesia is a linguistically diverse country, with over 700 local languages still in use (Peter & Simatupang, 2022). National language policy must accommodate this diversity while maintaining the essence of unity and national

identity. Therefore, language policy under Prabowo's administration, particularly in relation to *Astacita*, is an intriguing area of study to determine whether this concept strengthens nationalism through language or sparks new debates on linguistic practices in the public sphere.

Problem Statements and the Objective of this Article

Political communication in the digital era presents additional challenges in disseminating and receiving *Astacita*. Unlike previous periods, political communication today is not limited to official speeches and traditional mass media but extends widely through social media. Political rhetoric, lexical choices, and the communication style used in digital campaigns must be adapted to diverse audience characteristics. Thus, this study also examines how *Astacita* is communicated across different platforms and how the public perceives it in various social contexts. A word frequency analysis of Prabowo's key speeches at national and international forums was conducted to assess how discourse patterns shift across different platforms and audiences.

Given these considerations, this research focused on a sociolinguistic analysis of political communication and public policy in President Prabowo's *Astacita*. The study employed critical discourse analysis (CDA) to understand how language is used to establish political legitimacy and national identity. Additionally, it assessed the linguistic and thematic consistency between Prabowo's speeches and recently established Perpres. By exploring the sociolinguistic dimensions of political communication, this research aims to provide deeper insights into the role of language in contemporary Indonesian politics.

Overview of Sociolinguistics Science

Sociolinguistic analysis provides powerful tools to examine the language strategies used in the speeches of political leaders. By focusing on aspects such as dialect variation, code-switching, and language style, researchers can uncover how political figures construct their identities and connect with diverse audiences (Alwi & Murad, 1995; Nuryani et al., 2014). For instance, analyzing the choice of vocabulary, tone, and rhetorical devices helps reveal underlying power dynamics and social hierarchies, illustrating how leaders aim to persuade or mobilize public opinion.

In this approach, sociolinguistics examines not only what is said but also how it is said. This includes the use of metaphors, repetition, and narrative structures that resonate with specific cultural or social groups. By identifying patterns in speech, such as shifts in register or instances of intentional ambiguity, analysts can infer the strategic intent behind a leader's communication (Li & Zhang, 2019). Moreover, sociolinguistic methods highlight how language reflects broader social issues like identity, nationalism, and populism. For example, a leader might alternate between formal and informal speech to align with different segments of society, a practice that can both reinforce social solidarity and marginalize dissenting voices.

Recent studies have applied these techniques to contemporary political discourse, revealing that language is often a battleground for ideological contestation (Atmawijaya, 2024). The findings contribute to a deeper understanding of how political legitimacy is constructed and maintained in public debates, offering insights into the interplay between language and power. Overall, sociolinguistic analysis of political speeches not only enriches our understanding of political rhetoric but also serves as a critical tool for examining how language shapes and reflects societal values and conflicts (Kashif et al., 2023).

Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a useful framework for analyzing political speeches, as it examines the interplay between language, power, and ideology. Several key theoretical perspectives from the uploaded documents provide a strong foundation for analyzing Prabowo's speeches. Fairclough (1989) asserts that language is not merely a tool of communication but a means of enacting power and ideology. He highlights that political discourse reflects underlying power structures, shaping and reinforcing dominant ideologies (Arrafi & Surur, 2024). This perspective is crucial in understanding how Prabowo's speech constructs authority, influences public perception, and legitimizes political narratives.

Teun A. van Dijk (1995) emphasizes that CDA investigates how discourse structures, such as word choice and framing, serve to establish dominance and social control (Atmawijaya, 2024; Li & Zhang, 2019). He argues that political leaders strategically use discourse to maintain hegemony, justify policies, and persuade audiences. Applying this to Prabowo's speeches would involve examining his use of rhetorical devices, metaphors, and nationalist themes to build public trust and consolidate power. In political speech analysis, the interpersonal function is particularly important, as it reveals how politicians use pronouns, modality, and rhetorical structures to align with or distance themselves from different audiences. Modality, a key linguistic feature in CDA, expresses

levels of certainty, obligation, and possibility. Research on political speeches has shown that leaders often use modal verbs such as "will," "must," and "can" to assert authority, express commitment, or create a sense of urgency (Shen & Zhao, 2024). Analyzing Prabowo's speeches for modal verbs can reveal his stance on policies, national identity, and leadership vision.

The *Astacita* (Eight Development Principles)

Prabowo Subianto's government, under the vision of *Bersama Indonesia Maju* (Advancing Indonesia Together) towards *Indonesia Emas 2045* (Golden Indonesia 2045), is guided by *Astacita*, or the eight key missions. These principles outline the national priorities for the next five years, ensuring sustainable development, economic growth, and social welfare (Koalisi Indonesia Maju, 2024):

1. **Strengthening National Ideology and Democracy:** The first priority is to uphold Pancasila, democracy, and human rights (HAM). This ensures national unity and reinforces democratic values, safeguarding Indonesia's pluralism and civil liberties.
2. **Enhancing National Defense and Economic Independence:** Prabowo's administration seeks to establish a self-reliant Indonesia by achieving *swasembada* (self-sufficiency) in food, energy, and water. Additionally, the government aims to strengthen economic resilience through creative, green, and blue economies.
3. **Job Creation and Industrial Development:** Expanding quality employment opportunities is a key mission, focusing on entrepreneurship, creative industries, and continued infrastructure development. The government aims to foster a thriving workforce by encouraging domestic industrialization and innovation.
4. **Improving Human Resources and Social Welfare:** The government prioritizes the development of *sumber daya manusia* (human resources) through advancements in science, technology, education, healthcare, gender equality, and the empowerment of women, youth, and disabled communities.
5. **Downstream Industrialization and Economic Transformation:** To boost domestic economic value, Prabowo's administration plans to intensify *hilirisasi* (downstream processing) in key industries such as mining, agriculture, and energy. This initiative aims to shift Indonesia from being a raw material exporter to a value-added product manufacturer.
6. **Rural Development and Poverty Alleviation:** Emphasizing economic decentralization, this mission focuses on *membangun dari desa* (developing from villages). The strategy includes investment in rural infrastructure, agriculture, and direct cash assistance (BLT) to eradicate poverty and reduce economic disparity.
7. **Political, Legal, and Bureaucratic Reform:** Strengthening governance through political and legal reforms is critical to ensuring transparency, reducing corruption, and improving public services. The administration is committed to eradicating corruption and enhancing the efficiency of state institutions.
8. **Environmental Protection and Social Harmony:** Prabowo's vision includes fostering harmony between development and the environment. This includes policies on climate change mitigation, sustainable natural resource management, and promoting interfaith and interethnic tolerance to ensure a just and prosperous society. These eight principles serve as the foundation for Prabowo's government, driving Indonesia's progress towards economic resilience, social welfare, and national security while maintaining environmental sustainability and democratic integrity.

METHODS

This study employed a qualitative research approach (Morgan, 2022), utilizing critical discourse analysis (CDA) as the primary method to examine linguistic patterns in President Prabowo's political communication. CDA was instrumental in understanding how language constructs power relations, ideological narratives, and national identity within political discourse (Amoussou & Allagbe, 2018). The study analyzed linguistic elements (Hasanuddin, 2014) such as lexical choices, rhetorical strategies, and discourse structures to assess how *Astacita* was framed within public policy and governance.

Data collection was conducted using secondary sources, including transcripts of President Prabowo's speeches at both national and international forums, official government documents related to *Astacita*, and seven Presidential Regulations (Perpres) issued within his first 100 days (Indikator, 2025; Yayasan LBH Indonesia, 2025). Media reports and public statements were also reviewed to assess how *Astacita* was communicated and interpreted in both traditional and digital media spaces. Additionally, social media discussions were analyzed to evaluate public

engagement and sentiment regarding *Astacita*, providing a broader perspective on its reception across different audience segments.

The data analysis involved three key techniques. First, CDA (Amoussou & Allagbe, 2018; Li & Zhang, 2019) was applied to examine the rhetorical structures in Prabowo's speeches and assess how language was used to establish political legitimacy. Second, a policy analysis (Purnama & Chotib, 2022; Wenzelburger & Jensen, 2022) of Perpres was conducted to determine the alignment between *Astacita* and the newly established regulations, identifying thematic consistencies and inconsistencies. Third, a word frequency analysis (Roy, 2023), was performed on Prabowo's speeches, comparing linguistic patterns across national and international events to assess how *Astacita* was adapted for different audiences. These analytical approaches allowed for a comprehensive evaluation of language strategies, policy consistency, and public discourse surrounding *Astacita*.

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RESULTS AND DISCUSSIONS

This chapter is based on an analysis of thirteen key speeches delivered by President Prabowo Subianto in various state settings, including his inaugural address, cabinet meetings, and policy briefings. These speeches were selected for their relevance in outlining the administration's strategic direction and their alignment with the *Astacita* development principles. Through a content analysis of these texts, this study identifies recurring themes, rhetorical strategies, and the extent to which *Astacita* principles are reflected in political discourse.

Analysis of Political Discourse in *Astacita*

The political discourse surrounding *Astacita* is deeply intertwined with sociolinguistic strategies that shape national identity and public perception. Through an analysis of President Prabowo's speeches and the *Astacita* development principles, it is evident that language serves not only as a means of communication but also as a strategic tool to construct ideology, legitimacy, and national cohesion. Drawing upon critical discourse analysis (CDA), this section examines the linguistic patterns, rhetorical strategies, and ideological constructs embedded in *Astacita* as articulated in various official addresses and policy documents.

One key aspect of Prabowo's discourse is his use of inclusive language to foster national unity. The frequent use of collective pronouns such as "we" (*kita*) and "our" (*bangsa kita*) reinforces a sense of shared responsibility and collective ambition (Shen & Zhao, 2024). This aligns with Benedict Anderson's (1983) theory of imagined communities, which posits that national identity is constructed through shared narratives and symbols (Anderson, 2016; Shamis, 2024). By consistently referring to *Astacita* as a vision for all Indonesians, Prabowo positions himself as a unifying leader who seeks to bridge socio-political divides.

Additionally, the discourse surrounding *Astacita* employs pragmatic strategies that appeal to different segments of society. Code-switching between formal Indonesian and regional dialects, as observed in various speeches, serves to enhance relatability and solidarity with diverse audiences. According to John Gumperz (1982), code-switching in political discourse functions as a rhetorical device that signals inclusivity and cultural acknowledgment (Arrianie, 2023). Prabowo's strategic shifts between registers allow him to engage both elite policymakers and grassroots communities, ensuring that his vision for *Astacita* resonates broadly.

Furthermore, the lexical choices in *Astacita* reflect a deliberate effort to frame economic and social policies within the framework of nationalism and resilience. The emphasis on self-sufficiency (*swasembada*), sovereignty (*kedaulatan*), and economic justice (*keadilan ekonomi*) aligns with the principles of Pancasila (Karimi, 2024; Kementerian Sekretariat Negara RI, 2024b), reinforcing the legitimacy of *Astacita* as an extension of Indonesia's foundational values. By drawing upon historical narratives and patriotic terminology, Prabowo constructs a discourse that strengthens collective identity while legitimizing state intervention in economic and social affairs (Rahmawati et al., 2024).

Critical discourse analysis further reveals that *Astacita* is framed through a contrastive discourse structure, wherein the current administration is portrayed as a corrective force against inefficiency and external dependence. This oppositional framing is evident in speeches where Prabowo juxtaposes his policies against past shortcomings,

emphasizing the need for economic independence and governance reform. Norman Fairclough's (2003) theory of discourse and power elucidates how such linguistic strategies serve to establish authority while fostering ideological alignment with nationalistic sentiments (Arrafi & Surur, 2024; Matta, 2024).

Moreover, the repetition of key phrases in *Astacita*-related discourse plays a crucial role in reinforcing ideological commitments. Phrases such as "economic independence" and "national resilience" are recurrent motifs, serving to instill a collective consciousness around state-led development (Kementerian Sekretariat Negara RI, 2025b). As Van Dijk (1997) argues, repetition in political discourse not only aids memorability but also normalizes ideological stances, embedding them within public consciousness as common sense notions (Andriani & Belkis, 2024).

Prabowo's rhetoric also exhibits a performative aspect, wherein speech acts function to legitimize policy actions. His use of declarative statements, such as commitments to economic reform and governance efficiency, constructs a speech genre that is simultaneously authoritative and aspirational (Kementerian Sekretariat Negara RI, 2024b). Austin's (1962) speech act theory provides a lens to analyze how such utterances do not merely describe policies but actively shape public expectations and governmental priorities (Kornmesser, 2024).

Beyond linguistic choices, the multimodal dissemination of *Astacita* across traditional and digital platforms further amplifies its political salience. The use of social media to propagate key messages allows for real-time engagement with citizens, thereby enhancing participatory discourse. Prabowo's adaptation to digital communication strategies reflects the evolving nature of political discourse in the 21st century, wherein accessibility and interaction shape the efficacy of rhetorical appeals (Rahmawati et al., 2024).

Consistency of *Astacita* in Prabowo's Speeches

Building on the discourse analysis, this section examines the consistency between Prabowo's speeches and the principles of *Astacita*. As discussed earlier, political discourse strategically emphasizes certain themes while downplaying others to align with policy priorities. To assess this alignment, a comparative content analysis was conducted on Prabowo's key speeches, focusing on how frequently each of the eight *Astacita* principles appears and how they are framed in political rhetoric.

The results indicate that economic self-sufficiency, industrialization, and infrastructure development receive the highest emphasis in Prabowo's speeches. These themes strongly align with *Astacita*'s vision for economic independence, job creation, and national resilience. Prabowo frequently references food and energy sovereignty, reinforcing the nationalistic framing of *Astacita* as a blueprint for self-reliance. His speeches also exhibit strong commitments to industrialization and downstream processing (Kementerian Sekretariat Negara RI, 2025b), highlighting Indonesia's potential to strengthen domestic production and value-added industries (Kementerian Sekretariat Negara RI, 2025a).

However, certain principles of *Astacita* receive moderate or minimal attention. While Prabowo frequently mentions democracy and Pancasila, discussions on human rights are limited, suggesting selective rhetorical emphasis (Hadi et al., 2025). Similarly, gender equality and disability inclusion are rarely central themes, despite their explicit mention in *Astacita*. Although education and health reforms are acknowledged, the discourse does not deeply engage with gender-based or disability-related policies, indicating a gap in alignment (Yayasan LBH Indonesia, 2025). Environmental sustainability and cultural harmony emerge as the least emphasized themes (WWF, 2024). While economic sustainability is a recurring motif, explicit discussions on climate resilience, biodiversity conservation, or interfaith tolerance are scarce. This suggests that, despite *Astacita* advocating for a harmonious relationship between development and nature, the political rhetoric does not extensively incorporate sustainability narratives.

Table 1. Alignment of Prabowo's Speeches with *Astacita* Principles.

Astacita Principles	Speech Consistency	Observations
Strengthening Pancasila ideology, democracy, and human rights	Moderate - Pancasila and democracy referenced, but limited emphasis on human rights.	Mentions of democracy and Pancasila are present, but discussions on human rights are minimal.
Enhancing national defense and self-sufficiency in food, energy, and economy	High - Strong emphasis on economic independence, self-sufficiency in food, energy, and economic resilience.	Clear emphasis on economic independence, energy, and food sovereignty, aligning with <i>Astacita</i> .

Increasing quality employment, entrepreneurship, and infrastructure development	High - Repeated mention of job creation, entrepreneurship, and infrastructure development.	Strong alignment with <i>Astacita</i> 's focus on employment and infrastructure, consistent across speeches.
Strengthening human resources, science, technology, education, health, gender equality, and disability inclusion	Moderate - References to education, technology, and health, but limited focus on gender equality and disability inclusion.	While education and health are mentioned, discussions on gender equality and disability inclusion remain peripheral.
Continuing industrialization to enhance domestic value-added production	High - Frequent mention of industrialization and economic value addition.	Strong policy focus on industrialization and downstream economic activities.
Developing rural areas and reducing poverty	Moderate - Acknowledges rural development but lacks detailed policy elaboration.	Recognizes rural development, but lacks specific measures for poverty eradication.
Reforming politics, law, and governance; strengthening anti-corruption efforts	Moderate - Commitment to governance reform and anti-corruption, but lacks concrete implementation strategies.	Supports governance reforms and anti-corruption but remains general in outlining execution plans.
Promoting environmental sustainability, cultural harmony, and religious tolerance	Low - Environmental sustainability and cultural harmony are acknowledged, but details on execution remain vague.	Environmental policies and religious harmony receive minimal attention, indicating a gap in this aspect of <i>Astacita</i> .

This analysis highlights both the strengths and the gaps in the political communication surrounding *Astacita*, demonstrating a clear prioritization of economic resilience and industrial development over broader social and environmental reforms.

A word frequency analysis was conducted on thirteen key speeches delivered by President Prabowo, including national and international forums such as the World Government Summit, the G20 Summit (Kementerian Sekretariat Negara RI, 2024a), and the APEC CEO Summit (Kementerian Sekretariat Negara RI, 2024c). The analysis revealed a predominant emphasis on economic development, infrastructure, sovereignty, and national resilience, reflecting strong alignment with *Astacita*'s economic principles. Words such as "energy," "development," "infrastructure," "sovereignty," and "innovation" appeared frequently, highlighting the administration's focus on national independence and modernization.

Below is a word cloud visualization illustrating the most frequently used words in President Prabowo's speeches:



Figure 1. World cloud representation of Prabowo's speeches.

Conversely, terms associated with human rights, environmental sustainability, and cultural harmony appeared less frequently. Words like “human rights,” “environment,” “biodiversity,” and “tolerance” were significantly underrepresented, suggesting that while economic and infrastructural themes dominate presidential rhetoric, aspects related to social equity and environmental conservation receive comparatively less attention (Indikator, 2025; WWF, 2024; Yayasan LBH Indonesia, 2025). The word cloud visualization and frequency table reaffirm the findings from previous sections, demonstrating a pronounced focus on economic resilience and industrial growth. To achieve a more balanced advancement of *Astacita*, future policy communications may benefit from an increased emphasis on human rights, sustainability, and cultural inclusivity.

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Policy Analysis: Presidential Regulations and Their Alignment with *Astacita*

Following the analysis of Prabowo’s political discourse and the alignment of his speeches with *Astacita*, this section examines seven Presidential Regulations (Perpres) issued in his first 100 days. These policies serve as an early indication of the administration’s strategic priorities and their consistency with *Astacita*’s vision. This analysis assesses these *Perpres* through Habermas’ Political Communication Theory (1984) (Muttapien & Ramdan, 2023) and Van Dijk’s Political Pragmatics Theory (1997), focusing on how language in political policy constructs authority, frames public perception, and reinforces ideological positions (Andriani & Belkis, 2024).

The seven *Perpres* issued during Prabowo’s early administration cover political coordination, human rights governance, economic policies, social welfare, infrastructure, and food security. Each policy plays a role in shaping Indonesia’s governance under *Astacita*.

Table 2. Relevance of seven Presidential Regulations with *Astacita*.

Regulation	No.	Scope	Relevance to <i>Astacita</i>
<i>Perpres</i> 141/2024	No.	Coordination of political and security affairs	Strengthens national defense and security, aligning with <i>Astacita</i> ’s goal of national sovereignty.
<i>Perpres</i> 142/2024	No.	Legal and human rights governance	Addresses governance reforms and legal clarity, partially aligning with <i>Astacita</i> ’s commitment to justice and democracy.
<i>Perpres</i> 143/2024	No.	Economic coordination	Enhances economic independence, supporting <i>Astacita</i> ’s focus on national self-sufficiency.
<i>Perpres</i> 144/2024	No.	Human capital and cultural development	Reinforces <i>Astacita</i> ’s emphasis on education, technology, and social progress.
<i>Perpres</i> 145/2024	No.	Infrastructure and regional development	Strengthens economic and infrastructural resilience, in line with <i>Astacita</i> .
<i>Perpres</i> 146/2024	No.	Community empowerment	Aligns with <i>Astacita</i> ’s vision of grassroots development and economic inclusivity.
<i>Perpres</i> 147/2024	No.	National food security	Directly supports <i>Astacita</i> ’s goal of food sovereignty and self-sufficiency.

Political Communication and Policy Framing

According to Habermas’ Political Communication Theory (1984), governance relies on rational discourse where political legitimacy is built through transparent communication and public engagement (Flynn, 2004). The *Perpres* issued by Prabowo’s administration employ formal, institutional language to assert state authority and

reinforce national priorities. These policies are structured around top-down directives (Indikator, 2025), reflecting a highly centralized governance model that prioritizes efficiency over participatory discourse.

The language used in these *Perpres* contains bureaucratic terminology such as *synchronization*, *coordination*, and *control*, signalling the government's intent to regulate policy implementation tightly. For instance, *Perpres* 141/2024 (Kemensetneg RI, 2024b) on political security explicitly states its goal of ensuring "national stability," which aligns with *Astacita*'s nationalist foundation. However, the policy lacks clear mechanisms for public engagement, making it primarily a state-driven initiative rather than an interactive governance model (Yayasan LBH Indonesia, 2025).

Pragmatics and Ideological Construction

Using Van Dijk's Political Pragmatics Theory (1997), we examine how these policies shape ideological narratives and power structures (Andriani & Belkis, 2024). The *Perpres* employ authoritative discourse, where the government positions itself as the sole decision-maker in economic, political, and social governance. For instance, *Perpres* 143/2024 on Economic Coordination (Kemensetneg RI, 2024c) emphasizes *national self-sufficiency* and *economic resilience*, reinforcing the economic nationalism embedded in *Astacita*. Similarly, *Perpres* 147/2024 on Food Security (Kemensetneg RI, 2024d) employs terms such as *food sovereignty* and *resilience*, mirroring *Astacita*'s emphasis on reducing dependence on foreign imports. The rhetorical strategy here aligns with Van Dijk's theory on ideological construction, where political leaders shape public perception by linking policies to deeply ingrained nationalistic values.

However, certain gaps exist in how these policies frame social inclusivity. For instance, while *Perpres* 144/2024 (Kemensetneg RI, 2024a) discusses human capital and cultural development, it lacks explicit references to linguistic diversity and local language preservation, which are crucial to fostering national identity under *Astacita*. The emphasis remains on education and technological advancement, rather than the sociolinguistic integration of Indonesia's ethnic communities.

Challenges in Implementation

The implementation of the seven *Perpres* within the *Astacita* framework faces several structural and contextual challenges. While these policies reflect the administration's commitment to national resilience, economic sovereignty, and infrastructural development, their execution is hindered by bureaucratic inefficiencies, limited public engagement, socio-economic disparities, and a lack of digital governance adaptation.

One major challenge is bureaucratic complexity. The *Perpres* require coordinated efforts across multiple ministries and agencies, which can lead to administrative bottlenecks and slow policy execution. Indonesia's governance structure is often characterized by overlapping responsibilities and regulatory redundancies, making inter-ministerial synchronization a persistent issue (Aspinall & Mietzner, 2019). Without streamlined coordination mechanisms, these policies risk becoming ineffective due to delayed implementation and misaligned priorities.

Another critical concern is limited public participation. The top-down nature of these *Perpres* suggests a highly centralized decision-making process, which may reduce opportunities for civil society engagement and grassroots input (Indikator, 2025). As Habermas (1984) posited in his Political Communication Theory, governance legitimacy relies on communicative rationality, where open discourse between the state and society fosters more effective and publicly accepted policies (Muttaqien & Ramdan, 2023). Without sufficient participatory channels, these policies may struggle with long-term acceptance and sustainability.

The economic and social balance within these regulations also presents a challenge. While economic self-sufficiency and industrialization are emphasized, other aspects such as human rights, linguistic inclusivity, and cultural representation receive less attention. Van Dijk's Political Pragmatics Theory (1997) highlights how political discourse shapes public perception by selectively emphasizing specific narratives while downplaying others (Andriani & Belkis, 2024; Li & Zhang, 2019). In this case, the dominant economic rhetoric in *Astacita* may sideline important socio-cultural aspects, potentially alienating marginalized communities that feel underrepresented in policy decisions.

Additionally, digital governance adaptation is a notable gap in the analyzed *Perpres*. As Indonesia undergoes rapid digital transformation, the role of technology in governance, economic policy implementation, and public services is increasingly critical (Harlinda Nurdin et al., 2024; Nurmilla et al., 2024). However, none of the *Perpres* explicitly address the need for regulatory frameworks on digital governance, data security, or digital economic

policies, which are essential for modern governance efficiency. This omission suggests a need for future policies to incorporate digital governance strategies to ensure more effective implementation and oversight.

Public Response to Prabowo's *Astacita* Principles and Presidential Regulations

President Prabowo Subianto's *Astacita* framework, encompassing eight missions aimed at national development, has elicited diverse reactions from the public and media. This section analyses public sentiment toward the *Astacita* principles and the recently issued Presidential Regulations (Perpres), drawing from recent news reports and public demonstrations.

Public Sentiment Toward Astacita Principles

The *Astacita* principles, introduced as a roadmap for Indonesia's progress, have been met with both support and scepticism. Supporters view them as a continuation of previous development agendas, emphasizing infrastructure and economic growth. For instance, the Public Works Minister highlighted infrastructure's crucial role in realizing *Astacita*, focusing on optimizing existing resources to achieve self-sufficiency in food, water, and energy (PwC Indonesia, 2024). However, critics argue that the *Astacita* vision lacks clarity in planning and execution. Experts from Gadjah Mada University pointed out ambiguities in the administration's policies during the first 100 days, particularly concerning legal, economic, and political governance (Salma, 2025). This sentiment reflects concerns about the feasibility and strategic direction of the *Astacita* initiatives.

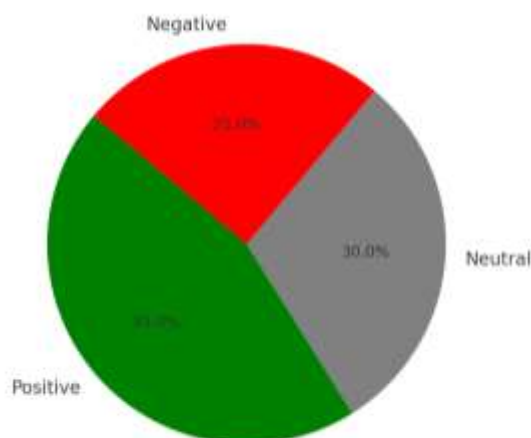


Figure 2. Public sentiment on *Astacita* and Perpres implementation.

Public Response to Presidential Regulations (Perpres)

The issuance of several Perpres under the *Astacita* framework has sparked varied public reactions. Notably, the establishment of the National Defense Council through Perpres No. 202/2024 aims to formulate strategic policies encompassing geostrategy, geopolitics, and geoeconomics (The Jakarta Post, 2024). While this move underscores a commitment to national security, it has also raised concerns about potential over-centralization of power. Economic policies, such as significant budget cuts totalling \$44 billion, have led to nationwide protests. Civil society groups and students have expressed fears that these austerity measures could undermine social support systems and their future prospects. Demonstrations labelled "Dark Indonesia" reflect apprehension that the budget reductions may disproportionately affect vulnerable populations, including students and low-income communities (Budi Satriawan & Yuddy Cahya Budiman, 2025).

Additionally, the launch of the Danantara state development fund, a \$20 billion sovereign wealth fund, has been met with mixed reactions. While intended to manage state-owned assets and fund large-scale projects in renewable energy and advanced manufacturing, critics draw parallels to past financial scandals, expressing concerns about potential corruption. Supporters, however, view it as a strategic move to modernize Indonesia's economy without relying on external financing.

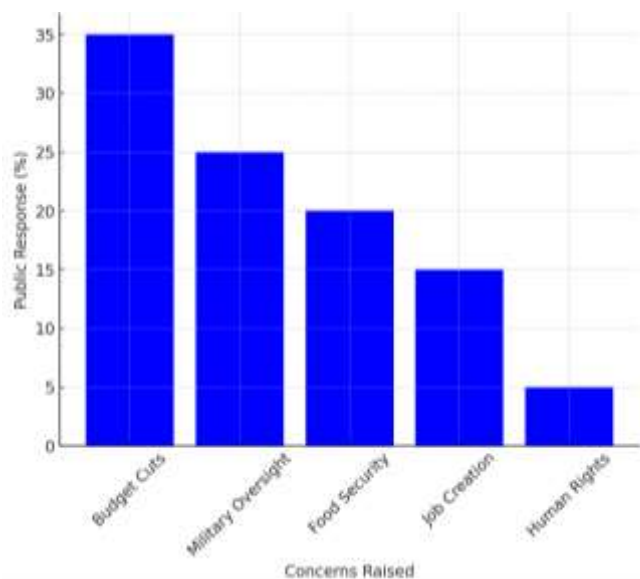


Figure 3. Major public concerns on Astacita and Perpres implementation.

Public sentiment has been visibly expressed through demonstrations across various cities. In Yogyakarta, Jakarta, and Medan, thousands of students led protests against the budget cuts, voicing concerns that these measures could erode essential social services. The protests also highlighted fears regarding the potential for increased military involvement in civilian roles and the reduction of subsidies for essential commodities like cooking gas (Budi Satriawan & Yuddy Cahya Budiman, 2025).

Approval Ratings Amid Controversies

Despite facing criticism and public protests, President Prabowo's approval ratings have remained notably high. Reports indicate an approval rating of approximately 80.9% during the initial 100 days of his presidency (Kate Lamp, 2025). This paradox suggests that while specific policies have sparked opposition, the overall public perception of his leadership remains positive, potentially due to populist initiatives such as the free meal program for children and pregnant women. The public response to President Prabowo's *Astacita* principles and associated Perpres reflects a complex landscape of support and dissent. While infrastructure development and economic modernization efforts are lauded by some, concerns about policy clarity, potential overreach of power, and the social implications of budgetary decisions persist. The juxtaposition of high approval ratings with active public protests underscores the multifaceted nature of public sentiment during this period.

CONCLUSIONS

This study examined the linguistic strategies used in President Prabowo's communication of *Astacita*, analyzing how language choices influence audience reception and contribute to national identity formation. The research further explored the discourse surrounding *Astacita* in public policy, particularly through the issuance of seven Presidential Regulations (Perpres), and assessed how digital platforms shape public interpretation and engagement. The findings reveal that Prabowo's discourse employs inclusive language and nationalist rhetoric, reinforcing themes of economic self-sufficiency, national resilience, and governance reforms. The study found that his speeches align with *Astacita*'s principles, particularly in economic and infrastructure development, but lack explicit focus on linguistic diversity, grassroots participation, and environmental sustainability. The content analysis of the seven Perpres indicates a top-down governance approach, emphasizing bureaucratic authority over participatory engagement. Applying Habermas' Political Communication Theory (1984) and Van Dijk's Political Pragmatics Theory (1997), the study demonstrated how language in *Astacita* serves as a tool for ideological reinforcement and legitimacy-building. While Prabowo's administration prioritizes national sovereignty and economic independence, public response remains mixed, with notable criticisms regarding budgetary policies, democratic inclusivity, and social welfare considerations.

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