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## Government Political Rhetoric and Communication in the Practice of Government Implementation

Lely Arrianie<sup>1\*</sup>

<sup>1</sup>Lecturer in Political Communication at the National University, [lelyarrianie@gmail.com](mailto:lelyarrianie@gmail.com)

\*Corresponding Author: Lely Arrianie<sup>1</sup>

**Abstract:** The latest survey on the level of public satisfaction with the performance of President Joko Widodo LSI April 2023 shows a figure of 82 percent, the Indonesian political indicators survey also recorded a figure of 79.2 SMRC shows a figure of 81.7 percent. This high public satisfaction is the question, how is the rhetoric and political communication carried out by the government in the practice of administering government, Aristotle's Rhetorical theory developed by Richard West and Lynn H Turner and the qualitative phenomenological approach used found that; The government's political rhetoric and communication combines the concepts of ethos, logos and pathos with leadership values developed by Ki Hajar Dewantara, namely *Ing Ngarso Sung Tulodo*, *Ing Madyo Mangun Karso* and *Tut Wuri Handayani*. The "ethos" of the government is seen as a person who is quite honest and has good intentions. to build the nation and state as an example, "logos", regarding evidence and claims about the efforts made by the government can be seen directly by the public, while from "pathos" shows feelings or emotions and the public's closeness to their leaders.

**Keywords:** Rhetoric, Political Communication, Government, Administration

### INTRODUCTION

The public may still remember when the pandemic hit Indonesia in March 2020, there was chaos in political information and communication which thus degraded public trust in the government because they were seen as not good at managing disasters, policies were taken that changed, not to mention the situation of scarcity of masks, hand sanitizers and decisions to lock down or not sufficiently destabilize the situation and ensure public perception of President Jokowi's authority, responsibility and leadership capacity in carrying out the government's RDA.

The issue of education has also become something that is no less fiercely discussed by the public, because when schools require learning from home and employees are required to work from home, there are not a few problems that erode public trust in the government, in remote rural areas that are not equipped with internet facilities, the weak economy of the people who are not having a communication tool to be able to realize learning and work from home has caused several unwanted cases to surface to the public, go viral in the mass media and

further corner the government's *positioning* to show that the government works and is always there with its people.

Rhetoric is part of the act of political communication carried out by the government, which in essence reflects how the government organizes its government. public, Public service is also part of the dimension of political responsibility that is applied to every level and structure of authority carried out by the government, so that it can be said, that is the ethics that departs from the government's efforts to provide direction and a foothold for every act of government political communication in government administration.

Government work must be conceived as an act of political communication that has target rationality as well as an instrumental action, government political work and communication has differences and if approached with critical theory will have implications, every government work that has target rationality must be an instrumental action, every action collective government should be aimed at work that produces collective satisfaction as well, because of that political communication that is carried out can be an interaction that is carried out symbolically starting from the central government structure to regional government, as well as with government institutions, political communication must be discussed in accordance with generally accepted government norms and ethics. The enactment of these norms will be guaranteed if each government communicator acknowledges that they are bound by mutual agreement and recognition of laws and regulations implementing government administration.

Government and government political communication are two matters that coincide with each other, according to the functions carried out, the government and government leadership are required to run a government leadership communication model which may include many elements in it including propaganda. with a government leadership communication model, then according to Sereno (Fisher 1986) government can describe what is needed for government leadership communication to occur. Instead, with the propaganda that is done. government with its government leadership, all government programs can be carefully designed, systematically structured, and organized and communicated to influence a decision through public confidence, either by leading issues including controversial ones even for the sake of common interest, thus, conducting propaganda and finding a model of communication Government leadership is the main job for the government, especially those who are running their government. It is on this side that the issue of rhetoric becomes something urgent, how, for example, when communicating political messages, the government can convince the public through rhetoric that everything that is done is solely for the benefit of the people, all of whom are the main characters in governance. Aspects of government honesty is the most decisive element to persuade the public.

In addition, various arguments accompanied by rational evidence can be claimed by logical political communication, the success rate for governance in various fields is the most probable claim to make a success story of the government to state that governance is in accordance with the direction and policies and interests of the people.

Another element that enables the people to put their trust in the government's political rhetoric and communications is the feelings and emotions of the public which can be aroused by a low-context communication model to see whether the public can feel happy, sad, afraid, or disappointed with what is communicated by the government regarding the administration of government. what is claimed is for and in the interests of the people earlier.

The problems that can be formulated in this study are:

- 1) How is the rhetoric built by the government in communicating political messages related to governance?
- 2) What is the model of political communication that is applied by the government in communicating messages to the public regarding the administration of its government?

## **METHOD**

The method used in this study is phenomenology qualitative, with interactional model data analysis according to guidelines from Milles and Huberman (1998) Which includes (i) data collection, (ii) data verification, (iii) data analysis and (iv) drawing conclusions.

The researcher also conducted data and source triangulation, including checking the validity of the data by means of extending participation in participant observation and data transferability.

## **RESULTS AND DISCUSSION**

### **Government rhetoric in governance**

Every leader in a government in carrying out his leadership, must carry out, design and organize in a measurable, careful and systematic manner every plan, both short and long term. that all programs are neatly designed so that they can be well perceived by planning subjects and objects who can see that everything has been arranged in a governmental organization and is also well organized to be implemented.

Sometimes, the government also has to display a step and policy that may be controversial, but for the sake of organizational goals and so that government organizations can run well, this step has to be taken, for example, an increase in the price of fuel oil (BBM) in the midst of a pandemic and an increase in the guaranteed management body fee. (BPJS) in the health sector when the pandemic situation had not yet subsided. Even though the public's assumptions are so harsh in responding to this government policy, automatically all government actions related to public rights do not seem to reflect the government's efforts to be seen as a system that is carrying out government leadership.

Not to mention that there are assumptions in the public with the hashtag " *no viral no justice* " as if it relativizes the existence of the government with all levels of law enforcers who are under the leadership of the government itself, they don't seem to work, ignore the public's sense of justice and are selective in determining law enforcement targets , there are many examples of law enforcement cases that were finally followed up after being made public on social media, the biggest case that shocked the world, one of which was the killing of Brigadier Josua Hutabarat, which was originally scripted as a shootout case because Josua was trying to harass Ferdi Sambo's wife as a senior POLRI officer, it turns out It is revealed that Josua was killed by using the hands of his own subordinate, Elyazer.

The case of the persecution of David, who is the son of GP Anshor activists committed by Mario Dandy Satriyo, who is the son of an official at the Directorate General of Taxes, Rafael Alun Trisambodo, not only reveals the chronology of the persecution and the causes of the persecution, the virality of the case is complete with the knick-knacks of Mario Dandy's lifestyle, causing state officials to have differing opinions in public, was Sri Mulyani Indrawati as the Minister of Finance who oversees the Directorate General of Taxes who felt disturbed by the public's attempt to kidnap Rafael Alun, his father Mario Dandy who was indicated to reveal the whereabouts of the wealth of high ranking officials at the Directorate General of Taxes, up to Sri Mulyani had to openly debate in the media with Mahfud MD who revealed the many indications of money laundering and the evaporation of three hundred trillion rupiah in state finances.

The alleged Money Laundering Crime (TPPU) at the Ministry of Finance office immediately made political communication relations including government leadership by two of President Jokowi's aides namely Sri Mulyani Indrawati as Minister of Finance and Mahfud MD as Coordinating Minister for Political, Legal and Defense Security (MENKOPOLHUKAM) as found " communication distance," even though the two should work together if there is something that can actually erode the public's trust in the leadership of their superior government, namely the leadership of President Joko Widodo.

Public appreciation for Mahfud MD was even more positive compared to Sri Mulyani who appeared to be defending her own ranks, instead of satisfying the public's desire to see leaders at various levels of leadership willing and willing and able to answer public expectations for a clean government that is free from corruption, collusion and Nepotism. Here it appears that the communication model and government leadership have not found a model that can be a reference for officials to communicate messages and government policies in accordance with government policies. Democracy provides the most dynamic space for leaders to run their leadership wheels, and the government is the best organ prepared by the state. to manage its leadership, complete with all the attributes inherent in that leadership function, for that position the state prepares super luxurious, exclusive and dignified facilities even until the end of the leader's term of office, all the awards, ceremonial and number one positioning itself already illustrates how special it is "leader" in every country including in Indonesia

We know the most basic philosophy of leadership in this country which is explored according to the noble values of a nation that is so diverse, multi-cultural, plural and based on Unity in Diversity, we know the noble values of leadership explored by Ki Hajar Dewantara who is known as the Father of National Education, Values leadership he built based on three mottos, namely. "

*Ing Ngarso Sung Tulodo* , which means to be a leader, must be able to set a role model, *Ing Madyo Mbangun Karso* . This means that someone in the midst of their busy life must be able to arouse or inspire enthusiasm, *Tut Wuri Handayani* , someone must provide moral encouragement and morale from behind.

In fact, what Ki Hajar Dewantara explored is not much different from the philosophy of leadership popularized by Aristotle, even though it is included in the theory of rhetoric, but its application applies to leadership at the lowest level to the highest level, Aristotle's rhetoric is related to communication which can be exemplified and manifested leader in his government rhetoric.

"*Ethos* " is credibility or Ethics, "*Logos*" is Logic or Facts. While "*Pathos*" relates to emotions or feelings, why is this theory considered related to the philosophy of leadership and especially government leadership, because in fact every leader has the ability to perform rhetoric to persuade the public to give appreciation and aspirations for the leadership he carries out as a government.

In their book *introducing communication theory, analysis and application* (2008) Richard West and Lynn H Turner cite Aristotle stating that: "*Ethos* " refers to the character, intelligence and perceived good intentions of a speaker and leader when he narrates his leadership messages. Meanwhile "*Logos*" is logic, logic, reality or fact that is conveyed by a leader and or speaker in conveying evidence, claims that can be considered as achievements in government leadership that have been carried out, this message is to be perceived by the public by comparing the logic that it knows. "*Pathos*" relates to the emotions of the listeners about what was conveyed and communicated by government leaders that they felt directly about the object or theme being discussed.

### **Government political communication in governance**

In the capacity to carry out all efforts to exchange government political messages, governance requires a model. The government's political communication model relates to a number of efforts that need to be made, according to Deddy Mulyana (2023): "The model is more or less a replica, mostly as a diagrammatic model of the world. real, because communication is dynamic, communication is difficult to model, but the use of models is useful for identifying the elements of communication and how these elements relate to each other.

Government in carrying out its government which incidentally is a political system and super structure, the role of government from the center to the regions. Government leadership

is also always related to the political superstructure, if it is relatively the same as political communication relations, if at the center it is related to the DPR RI then in the regions it is related to the DPRD, political and government communication relations that have been built since the beginning of this nation experienced ups and downs after the referendum on the NRI Constitution In 1945, an amendment was made, which is certain that the MPR is no longer the highest state institution and the position of the DPR and the government is equal, that is, they are both high state institutions.

Because of that, it can be understood that the government leadership communication model has never shifted, namely the classical communication model which was originally known as rhetoric and is better known as public communication (*public speaking*). Which only consists of 3 elements, namely the speaker (*speaker*), the message (*message*) and the listener (*listener*). Rhetorical communication studied by Aristotle is the simplest and most basic communication. Meanwhile, the dynamics of government and government leadership are developing rapidly and involve many elements that can no longer be seen as something static. The next discussion is the efforts that can be made by the government with its leadership in order to be able to find a model of government communication in the midst of massive public movements, especially on social media to respond to the persuasion made by the government in managing its government.

The function of political communication in managing government is to provide information about the state to the public, while the state must also place the public as controllers for the possibility of efficiently disrupting communication with the government. because, not all communication is two-way, if one flow or one-way communication can be carried out smoothly between the sender and the recipient, and the message contains a positive content in accordance with the interests of the community, then even one-way communication can be a model that is relevant to the needs of the government in managing his reign.

Indonesian society is a complex society, especially in the era of social media where all information can be played with the fingers, twisted, manipulated and disseminated without thinking about the effects that will occur and the expected feedback. Even the tiniest information that the government discloses regarding its government leadership seems to be something that can be controlled beforehand by message handlers, including by editors, censors, and propagandists. Which then conveys the message to the public with some changes and deviations.

It is this deviation that can cause pros and cons, become viral and published massively and spread to the public without being able to control it anymore. Moreover, the phenomenon of the media has also shifted, from what was previously reported in the mainstream media to what the public is talking about, now it has shifted to become what goes viral on social media is picked up by the mainstream media. It is this dynamic that requires the government to be more careful and prepare reliable communicators in communicating political communication messages in managing their government.

Each planning design and management of government communication messages must be managed through a government leadership mechanism that is able to demonstrate the accuracy of information that will be disseminated to the public, political rhetoric and communication must be carried out through a model of planning and managing government communications in managing government. when viewed from the messages conveyed by leaders in carrying out their government functions, observations show that there are 3 categories of what and how the government is considered to be carrying out the function of political communication in its government, showing that the government has carried out political communication according to its function.

**First**, it can be seen from the substance of the information presented.

**Second**, seen from the setting where the information is disseminated.

**Third**, seen from the function that is executed.

Judging from the substance of the information presented, the government has made efforts and political communication rhetoric that is deliberative in nature, meaning that political messages conveyed through political rhetoric and communication have illustrated the advantages and disadvantages that might be experienced by the nation and state if the policy is not carried out, for example regarding the increase in the price of fuel oil (BBM), the statement that prices follow world prices and the government prepares compensation for this policy by providing direct cash assistance to the poor, presents a positive narrative among the public which causes the government's ethos to be recognized as in line with the needs and dynamics of the public who perceive the government as quite honest.

On the other hand, judging from the setting in which information is disseminated, it turns out that the rhetoric is two-way in nature, linking inherent and interpersonal relationships, Jokowi's communicative actions as a government and his staff are still making *blusukans* to find out about public issues, causing political choices on government policies to always be seen. negotiable. This is also in line with the dynamics of the public who want the government to be consistent in law enforcement, for example, the Sambo case and the persecution of David by Mario Dandy can be continued by law enforcement and even uncover the crime of money laundering committed by Mario Dandy's father. This also shows the application of Aristotle's rhetoric which It is forensic in nature and at the same time shows various rhetorical categories from the element of "logos" where the government provides evidence or claims, "This, you know, the law has been enforced.

Judging from the functions carried out, the rhetoric and political communication of the government in running its government, it turns out that it is supported by public appreciation as evidenced by the results of several survey institutions which show positive appreciation and public satisfaction for the administration of government by the government. This is also in line with the rhetorical concept, which is pathos, in which public emotions are persuaded in a credible way and display logical facts, both regarding success stories of achieving government programs, especially in the field of development, road infrastructure, bridges and airports that can support the community's economic activities. This is also relatively the same as the rhetorical requirements suggested by Aristotle which are demonstrative in nature, meaning that the government's political communication rhetoric is "epideictic" where when there are attempts of criticism trying to undermine the government's credibility, the government strengthens better management characteristics to drop opponents' assumptions about government performance. in managing the government.

The dynamics and development of information on social media so quickly causes public demand for information disseminated by the government must answer the substance of the problems currently being faced by society, including the speed of the government's response to show that "the government exists" if possible manipulation by irresponsible people the government can respond by spreading fake news, hoaxes and utterances of hatred by using counter-propaganda techniques, as long as it is in the public interest that the community will definitely support all communicative actions of the government that show a leadership function by the government'

On the other hand, people's lives are inseparable from many problems related to economic, social, cultural, and even political and security life, placing government leadership as central, that's because the concept of Aristoteles's rhetorical theory can be used as an ideal equivalent to show commitment to government leadership that is always at the forefront. At the same time, it shows that the government does not just exist but "still exists" for its people. this is where the government needs to convey substantive messages, understand and understand

the psychology of the people to disseminate information according to the function being carried out.] is exactly what Richard West and Lynn H Turner have suggested in their book "Introducing Communication Theory: Analysis and Application (2008) which has been mentioned earlier that: " *ethos* refers to the character, intelligence and good intentions that are perceived from one communicator to another.

The government is a communicator who happens to communicate messages of communication in the government he runs, but because the public can no longer be placed as listeners who are passive, uncreative, and unproductive or uncritical, then the public as *an audience* must be considered as other communicators who are definitely productive in digesting their thoughts. himself in perceiving the message the government leadership conveyed to him, the phenomenon that the government is currently facing is at the same time criticizing the very well-known existence of Laswell's theory. Lasswell's concept stops at the effect of communication, even though the dynamics of bureaucracy and government leadership have moved towards a more dynamic, *interactional*, *convergent*, and even circular. As well as transactional nature, if the government is good and wants to think about the people, then the people will appreciate their government.

The government must guarantee that the character of the leadership in managing the government is good, the intelligence is measurable to be assumed to be capable in carrying out the functions of government leadership. And since you have thought about what will be conveyed to the public, you must have your own perception of the effects and feedback that will be given by the public in responding to messages from leadership in government that are thrown through rhetoric and political communication to the public.

The government should not be in a position where honesty is questioned, because of that *ethos* becomes the most powerful weapon in government leadership which is carried out during an abundance of public information that is difficult to prevent from being released. The credibility of the government and the leadership of the government that is run is in a position that determines the success or failure of the leader in carrying out the leadership of his government.

Public appreciation for Jokowi's government, which was reported by various survey institutions, was quite high, it should have spurred the Jokowi government to further demonstrate its institutional ethos and government leadership which continues to be appreciated by the public, so that the leadership legacy that it hopes for at the end of its term of office can make Jokowi's government a government capable of demonstrating leadership. government meets public expectations.

The way to see whether each government communication message is always *trustworthy* or checked by the public, is to see how the public appreciates the communicator's message in its capacity to manage government leadership, even though we already have several leaders who have different communication characteristics, the most important characteristics can be seen from what he has done for the nation and the state, not by means of mere verbal communication, non-verbal communication and the development of public civilization are much more indicative of the dynamics of government leadership which are exhibited to the public.

On the other hand, there is a *Logos* concept that must be built in government leadership which is actually based on arguments and rationality and is logical from what the government communicates, through evidence of the government's work, for example, when President Soeharto talked about food self-sufficiency, Suharto had to prove how the issue of food imports it is no longer being done, even when President BJ Habibie talked about technological independence, proving that we as a nation are capable of creating homemade airplanes is part of *the logos* that is at stake in managing government leadership, as well as with Gus Dur when he became President, the concept of multiculturalism and the father of pluralism attached to Gus

Dur who was able to build harmony in the diversity of religions, ethnicities and races during his short term of leadership, even so when Mrs. Megawati Soekarnoputri became President, the development of democracy was driven according to the leadership concept of her government.

After the direct election in 2004 when Susilo Bambang Yudhoyono was President for two terms, the reality of leadership was also presented by the president known as the abbreviation SBY which also reflected his uniqueness, infrastructure development and sports physical development which unfortunately failed or were not completed like Hambalang, not to mention the phenomenon of corruption which ensnare its cadres, causing the public to punish the Democrat party by not making it number one again as the ruling party, here the proof of logos is questionable, because when the ruling party advertises itself as a "say no to corruption" party, the advertising star is caught in corruption which impacts on the decline in party votes. democrat.

When the election was won by the PDI-P in 2014 with Joko Widodo as its president, there was a message of political communication conveyed namely mental revolution and nawa ideals, unfortunately the term mental revolution seemed to just evaporate, but the people still chose Jokowi as president in the second period, this is the same by juxtaposing that the fact that the " *logos* " which was rationalized throughout Joowi's leadership in the first period was still recognized by the public,

This is at the same time as proof, some government leadership practices that perhaps can be assumed as proof of Jokowi's public rhetoric in this *logos* aspect, for example the massive construction of road infrastructure, both toll roads and not, airports, and direct assistance programs to the public which are still being appreciated so that people still value consistency between what is rhetoricized and propagated in accordance with the reality on the ground. This is of course beneficial to Jokowi when viewed from the aspect of government leadership he is carrying out.

On the " *Pathos* " side, it seems that the public is the most realistic evidence related to the emotions and feelings of the public towards the leadership of Jokowi's government, how, for example, when Jokowi as president was bullied on social media, various public arguments defended him, until the mainstream media made what became a *trending topic* on social media became the headline program in the mainstream media.

Supporters and haters seem to have their own way of evaluating which is expressed through feelings of happiness, hatred, anger, or fear when dealing directly with government leadership or its subordinates. All of these are able to arouse public instincts and emotions so that all can feel what the public is feeling. It is an interesting example when Princess Ariani who managed to get a Golden Buzzer at an AGT event in America, for example, was invited by Jokowi to the palace, the public's emotion when they saw the recording of Princess Ariani's performance at AGT was brought to the palace and appreciation was given to Jokowi who gave a savings gift to Princess Ariani for preparation for his departure to America for further victory.

The dynamics and local wisdom built by Ki Hajar Dewantara with the concepts of *Ing ngarso sung tulodo, ing madyo Mbangun Karso and Tut wuri Handayani* , seem to be ideal and fundamental concepts in reading yesterday's, current and future government leadership. Indonesia as a plural country requires pluralism in the movement of governmental leadership even on the smallest scale.

This is where the leadership of the central government needs to set an example, so that there is an adequate association process in the dynamics of local leadership at a lower level, whether it's at the level of the village head, sub-district head, sub-district head, regent, mayor or governor, government leadership references that are associated with good, wise and inspiring will provide or affirmation for the leadership of the government under it. That is because the dynamics that occur in the shifting of roles at each moment will show how



government leadership is appreciated and which is not appreciated in the form of re-election in the next period, even though regulations only limit it in two leadership periods.

*Association and reinforcement* of the typology, model and dynamics of government leadership that can be imitated is what can make the color of leadership not too different, even though the leader's communication style is definitely different, that way policy makers can pattern a steady pattern of communication to become a model of government leadership, and must be able to become a reference for government management from the center to the regions, from the highest level to the lowest level.

Every government that carries out its governmental leadership function certainly wants to show itself to exist, this method is known as the presentation of self-actualization of the government which is always there for its people, Rene Descartes since centuries ago echoed this message " *Cogito Ergo Sum* (I think therefore I exist) (1595-1650). It is this adage that makes every leader have to exist for his people, therefore, whenever people ask; "where is the government, why are we left to solve our own problems?" the government should answer "we are here, we are always with the people"

That's why the first impression of a leadership is "talking" as well as life in parliament which is a mouthpiece for the people. " " also means speaking, no leader should be preoccupied with talking to himself, for his own interests, or for his own group, good governance leadership is always based on the slogan;" *individual interests are completed when the interests of the group call, and group interests are completed when the interests of society call.*

Government leadership that is built on the values of public interest is the main reference in managing government leadership, if the leader wants to show that his existence as a government is "there" or "always there" for his people, then it will be seen from the repeated communications he makes. in the end shows the pattern of communication and then forms a political communication model of government leadership can also be simplified in government leadership communication. There are leaders who look elegant in their narratives, there are also those who seem emotional and just speak without any meaning.

Through government leadership communication, each government can meet the public's need for the presence of its leaders, usually a characteristic of the bureaucracy in government organizations when observed, there is a tendency for external communication to always consult with the legislature, because every government policy must obtain approval from the legislature. Including lobbying *and gaining position* between institutions,

The government in its position as the executive partners with the DPR, in that context government leadership communication is needed to carry out persuasive propaganda as long as the government partners to pursue public interests, but in reality the DPR which actually has legislative rights, budgetary rights and supervisory rights tends to wait more for government initiatives in In terms of legislation, as a result, there are many laws which when passed become controversial and are sued by the public. In this section, the *positioning* of the government in government leadership cannot be compared and juxtaposed with the positioning of the DPR as a legislative body.

However, the way the government expresses the presence of statutory products sometimes does not seem to reflect the reality of users of these statutory products. So this becomes a paradox as interpreted by Benjamin Lee Whorf who borrowed the view of his teacher Edward Sapir that "We have no way of interpreting reality without using language." acceptable to the public interest.

Another theme that needs to be presented in government leadership is that the government "works" in all the dynamics that take place in its government and ensures that everything that is done is as broad as possible for the benefit of its people. Thus, the choice of leadership communication model that is used to be applied can take place according to a

mutually agreed upon pattern by changing the pattern of message distribution in the form of propaganda as persuasion.

Political persuasion as propaganda is generally used to influence a certain group, so the government may carry out persuasive propaganda to influence the DPR when the DPR needs its approval to issue regulations that favor the general public. As ever stated by Jacue Ellul (1965); "Propaganda can be used by a certain organized group that wants active or passive participation in its actions.

The act is embedded in psychological manipulation into the organization. The nature of propaganda that makes it possible usually depends on the pattern that has been done before, either from one communicator who acts as a government, to the community as the people who are governed. or it could also be among those who synergize to build propaganda and leadership communication models in various levels of power and positions. All of which can become a control for government leadership, at a time when work and the value of its work in the public eye want to be appreciated.

Thus, the pattern can become a model and the model can be applied in general to build a tradition of political communication and government rhetoric in carrying out government leadership functions that can explain various rhetoric as government persuasion to the public.

## CONCLUSION

The high level of public appreciation and satisfaction with the government was made possible because the government carried out political rhetoric and communication based on ethos, logos and pathos, in accordance with the rhythm of conveying and exchanging political messages that were deliberative, forensic and demonstrative in nature as well as adapted to the leadership philosophy that was built in accordance with national values, namely *ing ngarso sung tulodo, ing madyo mangun karso and tut wuri handayani*. The principle of political communication is also carried out by always considering how *the substance* of the information must be presented, in which information *settings* are disseminated and adapted to *the functions* carried out as the government that manages its government.

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