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Framing Economic Reality in Political Discourse: Prabowo Subianto's "Rural People Do Not Use Dollars"

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Abstract

This study is motivated by global economic dynamics, particularly the appreciation of the United States dollar against the Indonesian rupiah, which has become a significant issue in public discourse. The purpose of this research is to analyze how President Prabowo Subianto's statement that "rural people do not use dollars" frames economic reality and to examine the rhetorical strategies used to shape public perception. This study adopts a qualitative approach by combining Erving Goffman's framing theory and Aristotelian rhetorical analysis. From Goffman's perspective, framing is applied as an interpretive schema to examine how economic issues are organized and presented. Meanwhile, Aristotelian rhetorical analysis is used to identify elements of ethos, pathos, and logos in message delivery. The study provides an understanding of the economic perspective constructed by the President through his speech, particularly in framing the rising dollar exchange rate within everyday life. Ultimately, the study shows that the statement functions as a political communication strategy that shapes public interpretation.

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Contents

Abstract 1535
Introduction 1535
Methods 1538
Results and Discussions 1539
Conclusion 1549
Reference 1550

Introduction

Political communication plays a central role in shaping how societies understand political decisions, economic developments, and public issues. In contemporary political environments, public officials do not merely communicate information but also construct interpretations of social reality through language, argumentation, and strategic framing. Their statements can influence which aspects

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of an issue receive public attention, how problems are defined, and which interpretations become more prominent in public discourse (Chachanidze, 2026). This process is particularly relevant during periods of economic uncertainty, when complex macroeconomic developments must be translated into messages that are accessible to audiences with different levels of economic knowledge. When global economic dynamics contribute to the appreciation of the United States dollar against the Indonesian rupiah, the implications of exchange-rate fluctuations may be interpreted not only through official economic indicators but also through the narratives advanced by political actors (Indriyana & Albab, 2020). Political statements therefore provide an important analytical entry point for examining how economic realities are communicated, simplified, and interpreted within a particular sociopolitical context.

The relationship between political language and public interpretation can be explained through framing theory and the sociocognitive approach to discourse. Entman (1993) conceptualizes framing as the selection of certain aspects of perceived reality and their presentation in ways that promote particular problem definitions, causal interpretations, moral evaluations, or recommendations for action. From this perspective, political statements do not simply describe economic conditions; they can foreground particular dimensions of an issue while leaving others less visible. Van Dijk (2008) further explains that discourse operates through the interaction between language, social context, and cognition. Meaning is not determined exclusively by the words used by a speaker but also by how recipients interpret those words in relation to their existing knowledge, beliefs, experiences, and assumptions about the communicative situation. These perspectives provide a theoretical basis for investigating how economic issues are reframed through everyday language and how particular interpretations may become cognitively accessible to the public. In addition, Aristotelian rhetorical theory distinguishes among ethos, pathos, and logos as persuasive appeals associated with the credibility of the speaker, the emotional disposition of the audience, and the reasoning presented in a message (Aristotle, trans. 2007). Combining rhetorical analysis with framing theory and sociocognitive discourse analysis enables the examination of both the persuasive construction of a political message and the interpretive mechanisms through which its meaning is organized.

This analytical perspective is relevant to a statement delivered by Indonesian President Prabowo Subianto in response to public concerns about exchange-rate fluctuations. The statement, “people in rural areas do not use dollars,” was delivered in the context of his public remarks at the inauguration of the Marsinah Museum in Nganjuk, East Java, on May 16, 2026, and the reported workers and academics meeting. Although the statement can be interpreted as referring to the limited direct use of foreign currency in some everyday domestic transactions, its broader communicative implications require closer examination. The distinction between direct dollar use and indirect exposure to exchange-rate movements is analytically significant. Even individuals who rarely conduct transactions in foreign currencies may be affected by exchange-rate changes through import prices, production costs, distribution expenses, and the prices of consumer goods. Consequently, a message that emphasizes the absence of direct dollar transactions may direct attention toward immediate everyday experience while leaving the broader economic transmission mechanisms less explicit. Such a framing may function as an attempt to make a complex economic issue more accessible or to manage public concerns, although the speaker's intention and the actual effects on public opinion cannot be established from the statement alone (Persson, 2019). The analytical problem, therefore, concerns how the statement constructs an interpretation of economic vulnerability and which dimensions of economic reality it foregrounds or backgrounds.

Existing research on framing demonstrates that the presentation of economic problems can affect how audiences attribute responsibility and interpret the causes of a crisis. For example, Boukes (2022) examined the relationship between episodic and thematic framing and citizens' attribution of responsibility for the economic crisis, demonstrating the relevance of framing choices to the interpretation of economic problems. Entman's (1993) framework also provides an established analytical basis for identifying the selection and emphasis of particular aspects of reality within public communication. Meanwhile, van Dijk's (2008) sociocognitive approach offers a framework for examining how discourse relates to contextual knowledge and mental representations. However, these theoretical perspectives do not, by themselves, establish how the specific statement examined in this study combines rhetorical appeals, the simplification of macroeconomic concepts, and the construction of sociocognitive boundaries around what is considered relevant economic knowledge. The research gap addressed here is therefore analytical and case-specific: the need to examine the relationship between rhetorical persuasion and sociocognitive framing within a political statement about exchange-rate fluctuations in Indonesia. Rather than assuming that the statement necessarily changes public opinion, this study investigates the discursive mechanisms through which a particular interpretation of economic reality is constructed.

To address this gap, the study integrates Aristotelian rhetorical analysis, Entman's framing framework, and van Dijk's sociocognitive approach. Its novelty lies in examining these perspectives jointly within a specific case of Indonesian presidential political communication about exchange-rate fluctuations. The analysis focuses on how ethos, pathos, and logos are mobilized in the statement, how the economic issue is framed through the selection and emphasis of particular information, and how the discourse establishes epistemic boundaries and rules of relevance. In this study, epistemic boundaries refer to the distinctions constructed between what is presented as immediately knowable through everyday experience and what requires an understanding of broader economic relationships. Rules of relevance refer to the criteria through which certain information is made salient while other potentially consequential information receives less attention. These concepts provide analytical categories for investigating the organization of the political message without presuming its effects on actual audience cognition. Accordingly, the study addresses two research questions: (1) How are ethos, pathos, and logos realized in the delivery of the political message? (2) How does the framing strategy operate sociocognitively by establishing epistemic boundaries and rules of relevance in relation to the exchange-rate issue?

The objective of this study is to analyze how President Prabowo Subianto's statement constructs an interpretation of economic reality and to identify the rhetorical and sociocognitive strategies through which that interpretation is articulated. The study seeks to contribute to political communication and critical discourse research by demonstrating how a concise political statement can be examined as a site of interaction between persuasive rhetoric, economic simplification, and the construction of contextual meaning. Its significance also extends to the communication of economic policy, where the accessibility of public messages must be considered alongside the completeness and accuracy of the information conveyed. Analyzing the statement is therefore necessary not to determine in advance whether the message is correct, misleading, or persuasive, but to establish systematically how its meaning is constructed, which aspects of the economic issue it emphasizes, and which dimensions remain outside its immediate frame. By addressing these questions, the study provides a theoretically grounded account of the discursive strategies used to communicate macroeconomic developments in the Indonesian political context.

Methods

This study employs a qualitative approach to analyze political discourse and public impression management rather than economic policy itself. It integrates Goffman's framing theory, which explains how reality is selected and organized through interpretive schemas to shape meaning and public perceptions, with Aristotle's rhetorical triad of ethos, pathos, and logos. Together, these frameworks examine how political actors construct interpretations of economic issues and influence their reception in the public sphere.

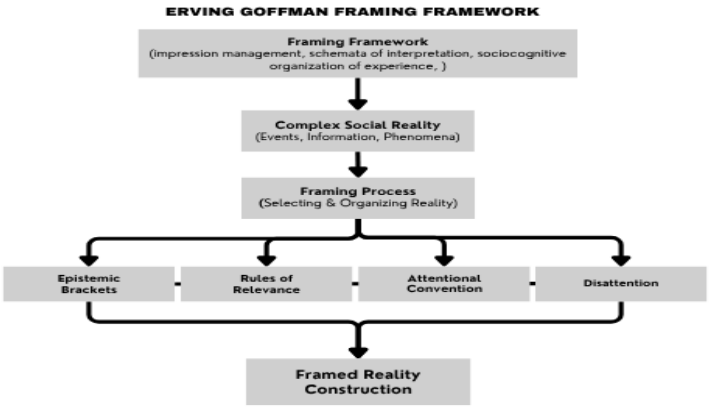

Figure 1. Erving Goffman's Framing Framework for the Construction of Framed Reality

The framing process begins with epistemic brackets, which define what aspects of reality are included or excluded. Attentional conventions direct public focus, while rules of relevance determine which information is considered meaningful. Structured disattention shifts attention away from facts that challenge the established frame (Konety et al., 2026; Saputra & Albab, 2024). Aristotle's rhetorical triad further examines how presidential authority (ethos), emotional appeals (pathos), and logical reasoning (logos) shape the message (Chachanidze, 2026).

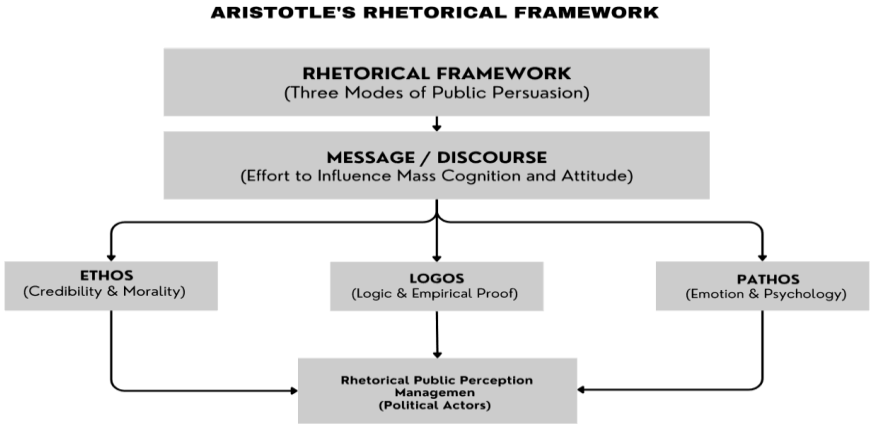

Figure 2. Aristotle's Rhetorical Framework for Public Perception Management

To operationally execute this theoretical framework, this research is designed as a qualitative discourse study using primary data collected from verbatim speech transcripts of President Prabowo Subianto at the Workers and Academics Gathering and the inauguration of Koperasi Desa Merah Putih in Nganjuk, supplemented by secondary literature on political communication. Data were gathered through documentation and transcription of official media archives. The units of analysis comprise textual segments, specific statements, and discursive framing choices regarding exchange rates and rural livelihoods. The analytical process followed deductive thematic coding categorized into Goffman's four framing dimensions and Aristotle's rhetorical modes, executed through data reduction, transcript verification, matrix-based categorization, and sociocognitive interpretation. Data validity was maintained through theoretical triangulation combining framing theory and classical rhetoric, as well as peer-debriefing among the research team.

Results and Discussions

1. Preliminary Overview: Analytical Framework Of Framing

This section explains the analytical approach used to examine the discourse surrounding the statement "People in rural areas do not use dollars." This study applies Erving Goffman's sociocognitive framing theory to examine how an authority figure selects and presents reality through language. The analysis focuses on two speeches delivered by President Prabowo Subianto before different audiences: the Directive Speech at the Workers and Academics Gathering and the Inauguration of the "Koperasi Desa Merah Putih in Nganjuk.

2. Analysis Matrix of Erving Goffman's Framing: Address at the Workers and Academics Gathering

a. Epistemic Brackets Dimension

The epistemic brackets dimension functions to establish the boundaries of information by determining which issues should be highlighted and which should be excluded, allowing the public to understand a crisis from a particular perspective (Goffman, 1974).

Table 1. Operationalization of Goffman's Framing Dimensions in Presidential Discourse on Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
1. Epistemic Brackets	"Banyak negara yang kesulitan yang panik karena perang di Timur Tengah, Selat Hormus ditutup, BBM dunia lewat Selat Hormus,"	global geopolitical crisis, specifically the closure of the Strait of Hormuz, as an external phenomenon. It is subsequently organized with Statement 2 to connect the external crisis specifically to a narrative of local monetary instability and public panic.	The framing creates a public perception (impression management) that the monetary crisis and the surge in the Dollar are external phenomena that are deliberately amplified, so that the public does not associate them with a

	"Sebentar-sebentar Indonesia akan collaps, akan keos, Rupiah begini, dolar begini, dolar begitu."	Through epistemic bracketing, the discourse constructs fluctuations in the Dollar as an artificial panic imported from an external crisis.	structural threat capable of undermining national economic stability.

In the first speech, this strategy is applied from the beginning of the event by directing the audience's attention to the global geopolitical crisis through the statement, "banyak negara yang kesulitan yang panik karena perang di Timur Tengah, Selat Hormus ditutup, BBM dunia lewat Selat Hormus". This statement concerning the global crisis is then directly connected to public concerns about the weakening of the local currency through the assertion, "sebentar-sebentar Indonesia akan collaps, akan keos, Rupiah begini, dolar begini, dolar begitu". By combining these two narratives, the President constructs a line of reasoning in which the rise of the Dollar against the Rupiah is presented as being caused not by domestic economic weakness or mismanagement, but rather by the negative consequences of international conflict. By limiting the public perspective to the external crisis, the government localizes the issue so that monetary anxiety is perceived as an imported phenomenon that has been deliberately exaggerated, thereby maintaining public confidence in national economic stability (D'Angelo, 2018; Entman & Usher, 2018).

b. Dimensi Rules of Relevance (Aturan Relevansi Informasi)

The rules of relevance dimension functions by establishing new criteria for determining which information should be considered important by the public and which information should be regarded as irrelevant (Goffman, 1974). In conventional economics, movements in foreign exchange rates serve as a major indicator of national economic health. However, in this speech, the President redefines this benchmark through the anchor statement, "orang rakyat di desa enggak pakai dolar kok, iya kan?" Through this statement, the President disconnects the relevance of Dollar movements from the welfare of grassroots communities by emphasizing that rural communities do not use physical Dollars in their daily transactions. Accordingly, exchange-rate fluctuations are positioned as having no direct impact on the everyday lives of rural communities. This strategy of simplifying complex macroeconomic issues into a practical narrative is consistent with the pattern of modern populist communication, in which abstract financial indicators are neutralized through observations of people's lived experiences (Moffitt, 2020; Wodak, 2021).

Table 2. Operationalization of Goffman's Rules of Relevance in Presidential Discourse on Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management

2. Rules of Relevance	"Orang rakyat di desa enggak pakai dolar kok. Iya kan?"	The discourse selects the everyday transactional reality of grassroots communities and then organizes it by establishing a rule that the foreign-exchange indicator, particularly the Dollar, is irrelevant and does not apply to rural life.	The framing fundamentally changes the measure of public economic well-being. By disconnecting the relevance of the Dollar from rural life.

c. Attentional Convention Dimension

Table 3. Operationalization of Goffman's Attentional Conventions in Presidential Discourse on Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
3. Attentional Convention	"Pangan aman, energi aman, Kalau pangan aman, energi aman, kita selamat. "	The discourse selects the availability of real goods as a key variable and organizes it to redirect public attention from abstract monetary variables, particularly the Dollar exchange rate, toward concrete real variables, namely the physical availability of food and energy at the national level.	The framing shifts the focus of public anxiety from the monetary-financial sphere toward the physical certainty of basic necessities. The public is encouraged to feel secure as long as essential real needs, are guaranteed by the state.

The attentional convention dimension functions to redirect public anxiety from one threatening issue toward another issue that is more reassuring and tangible (Goffman, 1974). After emphasizing that the Dollar is irrelevant to rural life, the President immediately redirects the audience's attention toward the certainty of basic necessities by stating, "pangan aman, energi aman, kalau pangan aman, energi aman, kita selamat". Through this approach, the criteria for national economic security are shifted from monetary-financial variables, particularly the exchange rate, toward real variables, namely the physical availability of food and energy. The public is encouraged to feel calm and secure as long as their basic needs are guaranteed by the state. In crisis communication studies, shifting attention from abstract financial figures toward the availability of tangible goods has been shown to be effective in reducing public panic and rebuilding public optimism (Hameleers, 2021; Lakoff, 2019).

d. Disattention Dimension

The disattention dimension functions by weakening or undermining the public's critical capacity toward competing discourses (Goffman, 1974).

Table 4. Operationalization of Goffman's Disattention Mechanism in Presidential Discourse on Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
4. Disattention	"Banyak unsur pemimpinan teriak-teriak NKRI tapi enggak jelas. Begitu punya kekuasaan tidak berpihak kepada bangsa sendiri,"	(disattention), shifting the focus from the evaluation of monetary data toward the moral delegitimization of actors who raise concerns about the Dollar issue.	The framing creates a perception that actors who exaggerate the Dollar crisis are elite groups who do not understand rural realities and do not represent national interests.

In the first speech, this strategy operates not by presenting detailed economic data to refute critics, but by delegitimizing the moral integrity of those who raise concerns about the Dollar, as suggested by the statement, "banyak unsur pemimpinan teriak-teriak NKRI tapi enggak jelas, begitu punya kekuasaan tidak berpihak kepada bangsa sendiri". By stigmatizing critical groups as actors who speak without a clear basis and do not act in the national interest, the audience is directed to disregard the economic analysis presented by observers. This framing creates a perception that the narrative surrounding the Dollar crisis is merely an issue constructed by certain elite groups and therefore does not need to be taken seriously by the wider public (Bennett & Livingston, 2018).

3. Analysis Matrix of Erving Goffman's Framing: Address at the Operational Inauguration of 1,061 Koperasi Desa Merah Putih (KDKMP) in Nganjuk, East Java

a. Epistemic Brackets Dimension

In this speech, the epistemic brackets dimension functions to more explicitly isolate the rural economy from global monetary fluctuations through the anchor statement, "mau dolar berapa ribu kek, kan kalian di desa-desa enggak pakai dolar". Through this statement, the President establishes a clear boundary between the complex urban and global economic sphere and the rural economic sphere, which is presented as a relatively secure environment.

Table 5. Operationalization of Goffman's Epistemic Brackets in Presidential Discourse on Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
1. Epistemic Brackets	"Mau dolar berapa ribu kek, kan kalian	The discourse selects the phenomenon of a rising Dollar exchange rate and organizes it by tightly	The framing builds a cognitive barrier that, no matter how high the Dollar rises, its negative impacts remain

	di desa-desa enggak pakai dolar."	bracketing the issue outside the perimeter of the rural communities'	isolated and are unable to penetrate, let alone damage, the rural economy.

This framing constructs a reality in which, regardless of how high the Dollar exchange rate rises, the resulting fluctuations remain isolated outside the perimeter of rural communities. This narrative provides rural communities with a sense of calm and psychological security, as their production and consumption activities are presented as remaining stable through the use of the Rupiah (Chou, 2020).

b. Rules of Relevance Dimension

The rules of relevance dimension in the second speech is used to challenge the doctrine of free-market economics and foreign currency-based price efficiency. The President explicitly rejects the practice of importing food based on Dollar-denominated prices through the statement, "saya tidak ikut-ikut paham-paham yang mengatakan bahwa beras, jagung lebih efisien kalau kita impor, survival bangsa bukan sekedar lebih murah, tapi ada atau tidak". Through this framing, the criterion of "low import price efficiency" is presented as irrelevant and therefore excluded from consideration. The only factor considered relevant to national sovereignty is the certainty of the physical availability of food produced domestically.

Table 6. Operationalization of Goffman's Rules of Relevance in Presidential Discourse on Food Sovereignty and Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
2. Rules of Relevance	Statement (00:20:51 - 00:22:36): "Saya tidak ikut-ikut paham-paham yang mengatakan bahwa beras, jagung lebih efisien kalau kita impor, Survival bangsa bukan sekedar lebih murah, tapi ada atau tidak."	The discourse selects the doctrine of free markets and organizes it by discarding the relevance of the criterion of "Dollar-based import price efficiency" and replacing it with a new rule: the physical availability of local food is the only valid indicator.	The framing breaks the public's cognitive dependence on free-market doctrine. The President constructs the issue of Dollar-based import-price dependence as irrelevant when compared with domestic physical food sovereignty.

In political economy analysis, the rejection of free-market efficiency principles in favor of prioritizing domestic resilience represents a form of economic nationalism discourse aimed at protecting national self-reliance (Rodrik, 2018).

c. Attentional Convention Dimension

Table 7. Operationalization of Goffman's Attentional Conventions in Presidential Discourse on Rural Economic Self-Sufficiency and Exchange-Rate Instability

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
3. Attentional Convention	Statement 1 "Hari ini kita resmikan operasionalisasi 1.061 Koperasi, dilaporkan secara fisik yang siap lebih dari 9.000 gedung, 9.000 gudang," Statement 2 "Tiap hari di desa beredar uang Rp45 juta/hari, setahun 10,8 miliar, Yang tanam lele dijual, bawang merah terjual, tempe terbeli,"	selects the existence of physical infrastructure (9,000 warehouses/cooperatives) as initial evidence, which is then reinforced through a mathematical calculation of Rp10.8 billion/year/village in cash circulation generated by the Makan Bergizi Gratis (MBG) program. This deliberate combination draws audience attention toward concrete evidence of village self-sufficiency.	The framing locks in public belief through physical and logical proof. The circulation of Rupiah within a self-sustaining village ecosystem demonstrates that, objectively, villages do not need the presence of Dollars.

In the second speech in Nganjuk, the attentional convention dimension operates through evidence of physical infrastructure and a mathematical simulation of local monetary circulation. The framing begins by directing the audience's attention to the readiness of physical facilities through the announcement, "hari ini kita resmikan operasionalisasi 1.061 Koperasi, dilaporkan secara fisik yang siap lebih dari 9.000 gedung, 9.000 gudang". Public confidence in economic resilience is then strengthened through a rational presentation of the mathematical calculation of local cash circulation, as stated, "tiap hari di desa beredar uang Rp45 juta/hari, setahun 10,8 miliar, yang tanam lele dijual, bawang merah terjual, tempe terbeli". The combination of physical infrastructure and the figure of Rp10.8 billion in annual monetary circulation per village generated through the Makan Bergizi Gratis (MBG) program effectively captures the audience's attention. The presentation of this concrete data creates an impression of objectivity and strengthens the perception that the rural economy is capable of developing independently without relying on external market dynamics (Van Dijck et al., 2018).

d. Disattention Dimension

The disattention dimension operates communicatively by shifting the burden of monetary anxiety from ordinary people to the business elites present at the event. This is conveyed through a humorous tone in the statement, "bilang yang pusing yang itu yang suka ke luar negeri, Mbak Titiek ini pusing ini, Trenggono, Rosan, Anin lu pusing boleh lu pengusaha loh".

Table 8. Operationalization of Goffman's Disattention Mechanism in Presidential Discourse on Exchange-Rate Instability and Economic Class

Operational Dimension of Framing (Goffman)	Verbatim Speech Data (Focus-Aligned Statement)	Discursive Framing Process (Selecting & Organizing)	Framed Reality Construction & Impression Management
4. Disattention	Statement (00:45:15 - 00:46:05): "Bilang yang pusing yang itu yang suka ke luar negeri, Mbak Titiek ini pusing ini, Trenggono, Rosan, Anin lu pusing boleh lu pengusaha loh."	The discourse selects the presence of government officials and business elites on the main stage and organizes it through structured disattention so that the burden of worrying about the Dollar is shifted entirely onto the business group.	The framing turns the Dollar issue into an "exclusive problem of the upper class/businesspeople," so that rural communities feel liberated, safe, and separate from the burden of the monetary crisis.

The use of political humor successfully shifts the status of the Dollar issue from a threatening national crisis into an internal concern of business elites and government officials. Rural communities are relieved of this anxiety as the monetary issue is framed as something that does not constitute their burden. The use of structured humor is considered effective in crisis political communication for reducing public anxiety through affective disattention while simultaneously creating a sense of familiarity and closeness with the audience (Sorensen, 2020).

4. Preliminary Overview: Analytical Framework of Aristotelian Rhetorical Analysis

a. Ethos Dimension: The Speaker's Character

The construction of ethos, or the speaker's credibility, in both speeches is developed through the classical rhetorical elements of character (Aristotle, 2007; Charteris-Black, 2018). The speaker projects phronesis, or practical wisdom, by drawing a clear distinction between abstract financial indicators and the real needs of society.

Table 9. Operationalization of Aristotle's Ethos in Presidential Discourse on Food Security and Exchange-Rate Instability

Dimension of Rhetoric (Aristotle)	Verbatim Speech Data (Integrated from the Beginning to the End)	Rhetorical Public Perception Management (Political Actors)
1. ETHOS (Character and Credibility)	Statement 1 "Saya sebagai presiden yang bertanggung jawab menjaga kedaulatan rakyat saya yang disumpah, Kalau bangsa ini lapar saya yang tanggung jawab, Saya yang bertanggung jawab." Statement 2	Credibility is strengthened through an assertion of constitutional responsibility in Statement 1, reinforced by the leader's field-level leadership background in Statement 2. The combination of moral legitimacy and technical

	"Kenapa saya juga agak mengerti masalah? Karena saya dulu militer tentara, saya mantan komandan, saya mantan panglima, Sebelum kita berangkat operasi, kita cek berapa beras yang kita punya,"	experience is used to assure the public that the state is fully present in guaranteeing food resilience, so that citizens do not need to worry about foreign-exchange dynamics.

5. Ethos Component

a. Phronesis (Practical Wisdom)

The character of phronesis, or practical wisdom, is demonstrated by the President through his field experience and understanding of the realities of the crisis (Aristotle, 2007). In his speech, he emphasizes his military background and leadership experience as a former commander and military general as a form of practical legitimacy. He draws on this experience contextually to explain that before conducting an operation, the most fundamental requirement is to ensure the availability of food supplies and logistics. Through this reasoning, the President uses phronesis to clearly distinguish between what is considered harmful, namely dependence on Dollar-based import efficiency, and what is considered beneficial, namely domestic physical food sovereignty. He emphasizes that the survival of the nation is determined not merely by low prices, but by the certainty of supply. This rejection of free-market efficiency in favor of protecting physical sovereignty is consistent with Rodrik's (2018) analysis of economic populism, which emphasizes the importance of domestic economic self-reliance when facing external uncertainty.

b. Aretē (Moderation Amid Extremes)

The character of aretē, or moral excellence, is demonstrated through the President's position between two extremes: excessive panic caused by global monetary dynamics and an indifferent attitude toward those developments. This position is consistent with the characteristics of modern populist communication described by Moffitt, in which political leaders seek to reduce macro-level anxiety into narratives that are accessible to ordinary people. When public discourse is dominated by concerns over the strengthening of the U.S. Dollar and geopolitical instability around the Strait of Hormuz, the President rejects the narrative of panic suggesting that Indonesia will experience a crisis or collapse. As explained by Hameleers, when regarding the construction of political identity during times of crisis, the President balances the situation by directing public attention toward concrete and measurable actions, particularly by ensuring that local economic transactions in rural communities remain stable through the availability of daily commodities such as catfish, shallots, and tempeh, using the Rupiah.

c. Eunoia (Goodwill Toward the Audience)

The character of eunoia, or genuine goodwill toward the audience, is expressed through a policy orientation that consistently emphasizes the welfare of grassroots communities. As stated by Charteris-Black, the construction of moral bonds in political rhetoric depends heavily on the speaker's expression of empathy. The President demonstrates empathy and appreciation for the hard work of ordinary people in the regions, as shown when he addresses and praises the physical resilience of farmers in East Java. The emphasis on a protective rural narrative is relevant to Chou's statement: findings concerning crisis rhetoric based on the rural-urban divide. This goodwill is further reinforced through the rejection of an economic doctrine that prioritizes imports for the sake of price efficiency. By placing local food availability and the survival of the people above calculations of global market gains, the President constructs an image of eunoia as a leader fully committed to protecting the interests of rural communities.

d. Dignity (Authority and Responsibility)

The character of dignitas, or leadership authority, is constructed explicitly through the President's assertion of his status and constitutional responsibilities as Head of State (Aristotle, 2007). In his speech, the President states that he has taken an oath to safeguard the sovereignty of the people and is prepared to assume full responsibility if the nation faces difficulties in securing food supplies. From the perspective of crisis communication, this assertion of personal responsibility functions as a form of politics of fear neutralization aimed at reducing public anxiety (Wodak, 2021). This projection of dignity serves to reinforce the formal authority of his position while also providing the public with a sense of security and certainty that the state is present and led by a figure willing to assume responsibility amid global economic uncertainty.

e. Ingenium (Natural Rhetorical Ability)

The character of ingenium, or natural rhetorical ability, is reflected in the President's flexibility in adapting his communication style through code-switching and the spontaneous use of political humor. His ability to adapt the framing of the message from a macro-level academic discussion to the micro-level realities of rural communities reflects the flexibility of framing described by (D'Angelo, 2018). When addressing academics and workers, he presents a relatively complex analysis of the global geopolitical situation. However, when addressing rural communities, he intuitively shifts toward language that is more people-centered and communicative. This flexibility is further strengthened through humorous remarks directed at businesspeople and government officials on the main stage. According to (Sorensen, 2020), such humor functions as a tactical instrument for easing crisis-related tension and transforming monetary crisis issues into a warmer and more accessible discussion for the public.

f. Prudentia (Appropriateness of Language and Situation)

The character of prudentia, or wisdom in adapting messages to specific situations, is reflected in the President's ability to select diction and arguments that correspond to the psychological conditions of his audience. Recognizing that complex macroeconomic analysis may generate anxiety at the grassroots level, he applies (Lakoff, 2019) cognitive framing principle by replacing abstract monetary indicators with empirical examples that are closely connected to the public's everyday reality. He grounds his message through concrete calculations of daily cash circulation in rural communities and the readiness of thousands of physical cooperative warehouses. This structure of presenting concrete data is consistent with (Van Dijk, 2018) view of the use of empirical facts to reinforce audience beliefs. The selection of local transactional examples is highly aligned with the spatial and situational context of the audience, thereby functioning tactically to reduce public anxiety regarding fluctuations in foreign exchange rates.

g. Pathos Dimension: Emotion and Audience Character

The management of pathos, or the emotions and character of the audience, is operated by carefully considering the psychological conditions and backgrounds of the audience (Wahl-Jorgensen, 2019).

Table 10. Operationalization of Aristotle's Pathos in Presidential Discourse on Public Anxiety and Emotional Engagement

Dimension of Rhetoric (Aristotle)	Verbatim Speech Data (Integrated from the Beginning to the End)	Rhetorical Public Perception Management (Political Actors)

2. PATHOS (Emotion & Psychology)	Statement 1 "Mau dolar berapa ribu kek, kan kalian di desa-desa enggak pakai dolar." (Disampaikan dengan nada santai berseloroh sambil menunjuk para elit pengusaha: "Anin lu pusing boleh, lu pengusaha loh,") Statement 2 "Rakyat Jawa Timur ya tangannya tuh keras-keras, Jawa Timur banyak petaninya ya, Habis dua tiga kali kunjungan, waduh harus pakai minyak khusus aku,"	Relieving Monetary Anxiety through Humor and a People-Centered Approach: The discussion of monetary issues is softened through communicative humor inserted into Statement 1, which functions to reduce public anxiety about the crisis. The emotional approach is further strengthened through interaction with ordinary people in Statement 2, effectively creating a sense of emotional closeness and safety for the audience.

To reduce collective anxiety caused by fluctuations in foreign currencies, the speaker employs a fear-reduction strategy through humor and light remarks that shift the psychological burden of the crisis from ordinary people to business elites (Sorensen, 2020). This is communicated through the humorous statement, "Bilang yang pusing yang itu yang suka ke luar negeri, Mbak Titiek ini pusing ini, Trenggono, Rosan, Anin lu pusing boleh lu pengusaha loh." This narrative is adapted to the intellectual characteristics, age, and circumstances of the audience. In the academic forum, the speaker presents a complex mapping of the global geopolitical crisis, including the war in the Middle East and the closure of the Strait of Hormuz (D'Angelo, 2018; Entman & Usher, 2018). In contrast, when addressing rural communities, the narrative is shifted toward everyday life through direct recognition of the work ethic and dignity of ordinary people: "rakyat Jawa Timur ya tangannya tuh keras-keras,". This personal and respectful emotional approach toward ordinary people strengthens collective confidence and builds a strong affective bond between the leader and his constituents (Chou, 2020; Hameleers, 2021).

h. Logos Dimension: The Structure of Rhetorical Messages

The logical structure of logos is constructed empirically and intuitively through the use of factual examples, practical maxims, and enthymemes (Lakoff, 2019; Van Dijk, 2018).

Table 11. Operationalization of Aristotle's Logos in Presidential Discourse on Rural Economic Transactions and Exchange-Rate Instability

Dimension of Rhetoric (Aristotle)	Verbatim Speech Data (Integrated from the Beginning to the End)	Rhetorical Public Perception Management (Political Actors)
3. LOGOS (Logic & Empirical Proof)	Statement 1 "Orang rakyat di desa nggak pakai dolar kok, Mau dolar berapa ribu, kan kalian di desa-desa nggak pakai dolar." Statement 2 "Tiap hari di desa beredar uang 3.000 × Rp15.000 = Rp45	The main claim in Statement 1 gains logical support through the quantitative simulation of local transactions in Statement 2. The reasoning is built contextually: because people's daily needs in the village are fulfilled through transactions among residents using rupiah, the village economy can operate

	juta/hari, Sebulan Rp900 juta, setahun 10,8 miliar, Yang tanam lele dijual, bawang merah terjual, tempe terbeli,"	independently of the dollar. This makes the argument appear rational and empirically grounded.

Empirical evidence is presented through claims concerning the operation of 1,061 village cooperatives and the availability of more than 9,000 buildings and warehouses, alongside a quantitative estimate of local financial circulation amounting to Rp45 million per day or Rp10.8 billion per year per village through the government program. This reasoning is reinforced by the recurring statements, "Orang rakyat di desa enggak pakai dolar kok. Iya kan?" and "Mau dolar berapa ribu kek, kan kalian di desa-desa enggak pakai dolar." Through an enthymematic argument, the speaker implicitly assumes that economic resilience depends on the domestic production and circulation of essential goods using the rupiah, while rural communities conduct everyday transactions involving products such as catfish, shallots, and tempeh in the domestic currency. The resulting conclusion suggests that fluctuations in the US dollar exchange rate do not directly determine the continuity of rural economic activity. However, this argument does not establish that rural communities are entirely insulated from exchange-rate fluctuations, since indirect effects may occur through import costs, production inputs, distribution, and consumer prices.

Conclusion

This study analyzes the construction of economic reality and the crisis communication strategy employed by President Prabowo Subianto in responding to the depreciation of the Rupiah through the anchor statement "Rural People Do Not Use Dollars" (rakyat desa tidak menggunakan dolar). By integrating Erving Goffman's framing theory with Aristotle's Rhetorical Triad, the study demonstrates that this populist narrative functions as a form of planned public impression management aimed at shifting the psychological burden of the external monetary crisis and constructing a perception of economic resilience at the grassroots level. This interpretation is consistent with the study's central objective of examining how the statement frames economic reality and shapes public perception. The construction of reality operates systematically through four dimensions of Goffman's framing. The epistemic brackets dimension isolates the rural economy by constructing the rise of the Dollar as an external consequence of geopolitical crisis that is deliberately amplified. The rules of relevance dimension then shifts the indicator of economic well-being from macro-monetary variables toward the everyday transactional reality of rural communities, positioning the physical availability of local food as the primary indicator of economic sovereignty. The attentional convention dimension reinforces this perception by directing public attention toward concrete evidence, including the readiness of more than 9,000 physical warehouses and the projected cash circulation of Rp10.8 billion per year per village through the Makan Bergizi Gratis (MBG) program. The process concludes with disattention, which tactically redirects monetary anxiety toward business elites and government officials through political humor. These four dimensions are consistent with the framing process developed in the study, which organizes reality through selection, attention, relevance, and structured diversion.

The framing framework is further strengthened by the six sub-elements of Aristotelian ethos. The President's credibility is projected through phronesis, demonstrating practical wisdom rooted in his military background and emphasis on physical food security; aretē, demonstrating moral excellence through a moderate position amid crisis-related anxiety; eunoia, expressing goodwill and empathy toward rural communities and farmers; dignitas, reinforcing constitutional authority through his

willingness to assume responsibility for food security; ingenium, reflected in his natural rhetorical ability to adapt communication through code-switching and humor; and prudentia, demonstrated through the precise selection of diction and local transactional examples according to the psychological conditions of the audience. These dimensions are integrated with pathos, which reduces public anxiety through humor and a people-centered approach, and logos, which provides quantitative and enthymematic reasoning for the claim that rural economic circulation can remain stable through Rupiah-based transactions and locally produced goods. Academically, this study offers a conceptual model that integrates the sociocognitive approach of Goffman with classical Aristotelian rhetoric to examine crisis communication in a developing-country context. Practically and from a policy perspective, the findings demonstrate the potential effectiveness of locally grounded narratives in reducing monetary anxiety by shifting public attention toward tangible economic conditions. In the longer term, however, such communication strategies should remain accompanied by sustained efforts to strengthen the real economic foundations of rural communities.For future research, quantitative audience-reception studies are recommended to examine empirically how this framing influences economic perceptions and behavior over the longer term.

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