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An Analysis Of Noun Types In President Prabowo Subianto's Speech On State Asset Repossession In The Jakarta Post

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Abstrak

Bahasa memainkan peran krusial dalam membentuk diskursus politik, terutama melalui penggunaan struktur grammatikal spesifik seperti kata benda. Studi ini menganalisis jenis dan fungsi kata benda yang digunakan dalam pidato Presiden Prabowo Subianto pada 1 Mei 2025, selama peringatan Hari Buruh di Jakarta. Pidato tersebut berfokus pada rencana pemerintah untuk merebut kembali aset negara dari kendali swasta, menyampaikan pesan yang dibalut tema nasionalis dan konstitusional. Menggunakan metode deskriptif kualitatif dengan analisis konten, penelitian ini mengklasifikasikan kata benda dalam pidato menjadi delapan kategori: kata benda umum, kata benda khusus, kata benda konkret, kata benda abstrak, kata benda terhitung, kata benda tak terhitung, kata benda kolektif, dan kata benda majemuk. Data dikumpulkan dari versi terbitan pidato di situs web The Jakarta Post dan dianalisis kalimat per kalimat untuk mengidentifikasi setiap kata benda dan jenisnya. Hasil penelitian menunjukkan total 188 kata benda dalam 15 kalimat inti. Kata benda umum merupakan yang paling sering digunakan (34,6%), diikuti oleh kata benda dapat dihitung (24,0%) dan kata benda khusus (16,0%). Kehadiran kata benda abstrak (14,9%) dan kata benda majemuk (10,6%) menyoroti konten ideologis dan berorientasi kebijakan dalam pidato. Temuan ini menunjukkan bahwa pilihan kata benda Presiden Prabowo bersifat sengaja dan strategis untuk melegitimasi tindakan politik, membangun identitas nasional, dan menarik simpati publik. Studi ini berkontribusi pada bidang linguistik terapan, khususnya analisis wacana politik, dengan menunjukkan bagaimana bentuk linguistik, terutama kata benda, berfungsi sebagai alat persuasi, otoritas, dan ideologi dalam komunikasi politik.

Kata Kunci: *Analisis Linguistik, Jenis Kata Benda, Pidato Politik*

Abstract

Language plays a crucial role in shaping political discourse, especially through the use of specific grammatical structures such as nouns. This study analyzes the types and functions of nouns used in President Prabowo Subianto's speech delivered on May 1, 2025, during the Labor Day rally in Jakarta. The speech focuses on the government's plan to reclaim state assets from private control, presenting a message embedded with nationalistic and constitutional themes. Using a qualitative descriptive method with content analysis, the study classifies nouns in the speech into eight categories: common, proper, concrete, abstract, countable, uncountable, collective, and compound nouns. Data were collected from a published version of the speech on The Jakarta Post website and analyzed sentence by sentence to identify each noun and its type. The results revealed a total of 188 nouns across 15 core sentences. Common nouns were the most frequently used (34.6%), followed by countable nouns (24.0%) and proper nouns (16.0%). The presence of abstract nouns (14.9%) and compound nouns (10.6%) highlighted the ideological and policy-oriented content of the speech. These findings suggest that President Prabowo's noun choices were intentional and strategically used to legitimize political actions, construct national identity, and appeal to public sentiment. This study contributes to the field of applied linguistics, particularly in political discourse analysis, by demonstrating how linguistic forms especially nouns serve as tools of persuasion, authority, and ideology in political communication.

Keywords: Linguistic Analysis, Noun Types, Political Speech

INTRODUCTION

Language is a primary instrument for constructing meaning, shaping perceptions, and influencing public opinion, particularly in political communication. In political discourse, language is strategically employed to frame ideologies, legitimize power, and guide public interpretation of political actions and policies. One of the most influential forms of political communication is the political speech, through which state leaders address the public and communicate their stance on crucial national matters. These speeches are not merely informational; they are rhetorical acts where specific linguistic choices, especially the use of nouns, play a pivotal role in shaping how messages are received and understood.

Nouns, in this context, do not function solely as grammatical units, but as carriers of deep semantic and ideological significance. As Yule (2020) points out, nouns serve as reference points for both tangible objects and abstract ideas, making them central to the interpretation of discourse. Downing and Locke (2021) emphasize that nouns determine the syntactic structure of sentences and highlight particular meanings in formal communication contexts like political speeches. Abstract nouns such as freedom, justice, and unity are often employed not only to persuade, but also to legitimize authority and justify political agendas (Richardson, 2022; Bezar, 2018; Bezzar, 2020). Holmes and Wilson (2023) further assert that

specific noun choices can construct the identity of political figures and project nationalistic values.

Beyond their grammatical function, nouns contribute ideologically to political discourse. Fairclough (1995) argues that language shapes social identities and relationships, particularly within the sphere of power and ideology. In line with this, van Dijk (1997) highlights that political discourse often embeds ideology within lexical choices, where nouns play a crucial role in representing power relations. From a functional linguistic perspective, Halliday (1985) views language as a system of choices through which speakers construe the world, with nouns representing participants in experience. This reinforces the idea that noun usage in political rhetoric is far from neutral it is a deliberate choice that carries sociopolitical weight.

In the Indonesian context, Suryani (2024) found that in presidential debates, collective nouns such as the people or the public, and compound nouns like national development or state assets, are frequently used to construct narratives of power, responsibility, and national ideology. These findings underline the significance of analyzing noun usage in political communication to uncover underlying rhetorical strategies.

This study focuses on President Prabowo Subianto's speech delivered during the Labor Day celebration on May 1, 2025, in Jakarta. The speech emphasized the government's intention to reclaim state assets held by private entities a policy framed within nationalist, constitutional, and populist discourses. Key noun phrases such as state assets, the people, the constitution, and the Supreme Court emerge as ideologically loaded terms that deserve further examination. Through a linguistic analysis of noun types used in this speech, this study aims to explore how language specifically noun usage functions to construct political meaning, assert legitimacy, and reinforce ideological positions in the context of Indonesian political discourse.

This study focuses on analyzing the types of nouns used in President Prabowo Subianto's speech by categorizing them into eight linguistic classifications: common nouns, proper nouns, concrete nouns, abstract nouns, countable nouns, uncountable nouns, collective nouns, and compound nouns. Each category plays a distinct rhetorical and functional role in shaping political discourse. Recent linguistic scholarship has emphasized the strategic role of lexical categories particularly nouns in constructing political narratives, legitimizing authority, and mobilizing public sentiment.

1. Common Nouns : Common nouns refer to general concepts or items, such as *government*, *policy*, or *asset*. According to Matthews (2021), common nouns serve as linguistic generalizers that simplify complex ideas for broader public understanding,

especially in persuasive or political communication. They allow politicians to address abstract themes in accessible terms.

2. Proper Nouns : Proper nouns, such as *Prabowo, Jakarta, or Supreme Court*, designate specific entities and are vital in establishing referential clarity. Smith and Nguyen (2022) highlight that proper nouns in political speeches function as identity markers, enhancing the perceived credibility and institutional alignment of the speaker.
3. Concrete Nouns : Concrete nouns represent tangible, perceivable objects like *microphone, stage, or document*. As noted by Al-Tamimi (2021), concrete nouns serve a visualizing function in discourse, grounding abstract or ideological messages in real-world contexts, thereby increasing relatability and rhetorical impact.
4. Abstract Nouns : Abstract nouns denote intangible values or concepts, such as *justice, freedom, or power*. Bezzar (2020) explains that abstract nouns carry significant ideological weight in political rhetoric. They are often used to signal moral alignment, articulate visions, and justify political agendas.
5. Countable Nouns : Countable nouns are those that can be quantified, such as *judges, laws, or decisions*. Zainuddin & Wahyuni (2021) argue that countable nouns in political texts contribute to precision and accountability by quantifying institutional elements or legislative outputs, strengthening the appearance of structured governance.
6. Uncountable Nouns : Uncountable nouns include non-quantifiable entities like *authority, knowledge, or information*. Rahimi & Riasati (2022) state that in political language, uncountable nouns are often used to express abstract, institutionalized forms of power or truth, giving weight and legitimacy to the speaker's claims.
7. Collective Nouns : Collective nouns refer to groups treated as single units, such as *workers, citizens, or military*. According to Yusof et al. (2023), collective nouns foster group identity and solidarity in political speeches. They construct a sense of "we" versus "them," reinforcing unity and common purpose among audiences.
8. Compound Nouns : Compound nouns are multi-word constructions like *state assets, national hero, or sovereign wealth fund*. Chen & Li (2021) emphasize that compound nouns are instrumental in compressing complex institutional or policy concepts into digestible forms, making them essential in political language for effective communication and framing.

Each noun category contributes strategically to political rhetoric. Abstract nouns articulate ideological values; collective nouns build emotional and social solidarity; compound nouns express institutional complexity; and proper nouns assert specificity and authority. Through detailed noun classification and analysis, this study seeks to uncover the

rhetorical structures and ideological intentions embedded in President Prabowo's speech, offering deeper insight into the linguistic mechanics of Indonesian political discourse.

This study aims to:

1. Identify and classify the types of nouns used in President Prabowo Subianto's speech,
2. Analyze the semantic and ideological functions of those noun types within the political discourse,
3. Explain how the selection of noun types contributes to constructing political imagery and legitimizing policy.

By analyzing the structure and function of noun usage in this speech, the research hopes to contribute to the field of applied linguistics, especially in political discourse analysis, while offering new insights into the relationship between linguistic form and political strategy in the Indonesian context. Furthermore, the results may be beneficial to academics, language educators, students, and political observers who seek to better understand the role of language in shaping political realities.

METHODS

Research Design

This study employed a qualitative descriptive method using a content analysis approach. The purpose was to identify, classify, and interpret the types of nouns used in President Prabowo Subianto's political speech. This method is suitable for linguistic studies that aim to investigate how language elements function within specific sociopolitical contexts.

According to Mohajan (2022), qualitative research is designed to provide a deep understanding of human behavior, language, and experience through the analysis of non-numerical data such as text, speech, or images. This approach allows researchers to explore the meanings, perceptions, and interpretations embedded in a given discourse, rather than testing hypotheses or generating statistical outcomes.

The qualitative descriptive method was chosen because it enables researchers to present an in-depth description of the linguistic elements used in the speech without heavy theoretical abstraction. Meanwhile, the content analysis technique provided a systematic framework for categorizing noun types and analyzing their semantic and ideological roles within the speech. By interpreting the use of nouns in relation to their rhetorical functions, this design reveals how language is employed strategically in political communication.

Source of Data

The primary data for this study was taken from President Prabowo Subianto's Labor Day speech delivered on May 1, 2025, and published by The Jakarta Post on May 2, 2025. The full text of the speech was accessed from the official online article titled "Prabowo pledges to take back state assets controlled by private business". The speech was chosen due to its strong political message and frequent use of ideologically loaded nouns related to nationalism, governance, and state sovereignty.

Data Collection Techniques

The data was collected through the following systematic steps:

1. **Transcription:** The entire speech was extracted from an online news source (*The Jakarta Post*) and converted into a plain-text document. This process allowed the researcher to analyze the data in its written form, which is essential for conducting textual linguistic analysis.
2. **Segmentation:** The transcribed speech was segmented into individual sentences and clauses to allow for detailed grammatical and syntactic examination. According to Smith & Nguyen (2022), segmentation is crucial in discourse analysis as it helps isolate units of meaning and facilitates targeted linguistic categorization.
3. **Extraction:** All nouns in the speech were manually identified and listed. Manual extraction was preferred over automated tagging tools to ensure accuracy and contextual awareness, especially for distinguishing compound and abstract nouns, as recommended by Yusof et al. (2023) in political discourse studies.
4. **Classification:** Each noun was then categorized into one of the eight noun types common, proper, concrete, abstract, countable, uncountable, collective, and compound nouns based on definitions and classifications adapted from Yule (2020), Downing & Locke (2021), and updated interpretations by Bezzar (2020) and Al-Tamimi (2021). These classifications were used to explore how each noun type contributes to the rhetorical and ideological function of the speech.

The use of these steps ensures that the data collection process is systematic, reliable, and theoretically grounded, allowing for accurate linguistic analysis that aligns with recent scholarship in discourse and political communication.

Data Analysis Procedure

The analysis was conducted using the following systematic steps to ensure accuracy, consistency, and theoretical relevance:

1. **Identification:** Each noun in the speech text was identified and isolated. This process allowed for focused lexical analysis. According to Matthews (2021), the identification of

lexical items is a crucial first step in structural linguistic analysis, especially when studying political texts where word choice is often intentional and strategic.

2. Categorization: The identified nouns were classified based on their grammatical types common, proper, concrete, abstract, countable, uncountable, collective, and compound using linguistic criteria. This classification followed the frameworks discussed by Downing & Locke (2021) and Bezzar (2020), who emphasize the importance of functional grammar in understanding how nouns operate within larger ideological narratives.
3. Quantification: The frequency of each noun type was calculated to identify dominant patterns in the speaker's lexical choices. As noted by Zainuddin & Wahyuni (2021), quantifying linguistic elements in political discourse helps reveal rhetorical priorities and communicative strategies that may otherwise go unnoticed.
4. Interpretation: The results were interpreted in terms of the rhetorical and ideological functions of each noun type within the political message of the speech. This step aligns with the perspective of Yusof et al. (2023), who argue that in political communication, linguistic features especially nouns carry symbolic and persuasive weight that reflects the speaker's intentions and ideological stance.

To ensure the validity of the classification and interpretation, the analysis was cross-checked against standard English grammar references such as Yule (2020) and Downing & Locke (2021), and supported by recent research on noun usage in political discourse (e.g., Chen & Li, 2021; Al-Tamimi, 2021). This multi-source triangulation helped maintain accuracy and reliability in both the linguistic and discourse-level interpretations.

Research Instrument

The main instrument in this study was the researcher their self, supported by a data sheet used to record noun types, occurrences, contexts, and interpretations. Additionally, grammatical references and academic literature were used to guide the classification and analysis process.

RESULTS AND DISCUSSION

This section presents the findings of the linguistic analysis focusing on the types of nouns used in President Prabowo Subianto's speech related to the repossession of state assets. The data were taken from 15 representative sentences extracted from the official news coverage of the speech published by The Jakarta Post. The analysis aims to reveal how different types of nouns are employed to shape political meaning, establish legitimacy, and convey ideological intent within the context of a national address.

The following excerpt from The Jakarta Post, dated May 2, 2025, serves as the primary data source for this analysis:

"Prabowo pledges to take back state assets controlled by private business"

"President Prabowo Subianto said in a speech delivered in front of thousands of workers celebrating Labor Day on Tuesday that his government is ready to take over state assets that are now under the control of private companies. Prabowo said that state assets, which naturally belong to all citizens of a nation, should all be controlled by the government based on the 1945 State Constitution. "I was born in Betawi, raised in Betawi. I know which assets belong to the people, I know all of them and I will take them back for the sake of the people, brothers and sisters," President Prabowo said to a cheering crowd of thousands of workers who joined the May Day parade at the National Monument (Monas) square on Thursday. The President was quick to add that he would first consult judges at the Supreme Court before taking steps to take over state assets currently in the hands of private business. "I will first ask judges at the Supreme Court about the legal foundation first. The State Constitution is strong enough. The land, water and all wealth contained within them should be controlled by the state [...] that's the order of the Constitution," Prabowo said, quoting Article 33 of the 1945 State Constitution.

President Prabowo, who ran on a nationalist platform in last year's presidential election, has in the last three months rolled out policies that have significantly increased the role of the government in the country's economy. In February, Prabowo launched a sovereign wealth fund called Danantara Indonesia with a pledge to take the country's annual growth from 5 to 8 percent. The funds allocated for Danantara have come from dividends contributed by state-owned enterprises and billions of dollars from government cuts. In recent months, under coordination from the Defense Ministry, soldiers of the Indonesian Military (TNI) have moved to seize assets considered illegally occupied by palm oil companies.

In the last part of his speech, Prabowo made another pledge to possibly give the title of national hero to some deceased labor activists, including Marsinah, a worker from Surabaya, East Java, who was brutally murdered by members of the military for his advocacy work. "I will support the proposal to name Marsinah as our national hero," he said."

Frequency and Distribution of Noun Types

The table below summarizes the frequency and percentage of each noun type found within the analyzed sentences. The classification of nouns into categories such as common, proper, concrete, abstract, countable, uncountable, collective, and compound follows the grammatical frameworks proposed by Yule (2020) and further elaborated by Downing and

Locke (2021). These linguistic sources offer a comprehensive model for understanding noun types based on their syntactic behavior and semantic roles, particularly relevant for analyzing formal discourse such as political speeches.

Table 1. Frequency and Examples of Noun Types in the Speech

No	Noun Type	Frequency	Example Words
1	<i>Common Noun</i>	65	President, assets, citizens, business, nation, government, crowd, workers, steps, sake, judges, foundation, speech, platform, election, months, policies, role, country, economy, pledge, campaign, people, brothers, sisters, land, water, wealth, order, hands, cuts, dividends, enterprises, dollars, growth, part, title, hero, activists, worker, members, work
2	<i>Proper Noun</i>	30	Prabowo, Jakarta, May Day, Monas, Supreme Court, Article 33, Constitution, Danantara Indonesia, Betawi, Marsinah, Surabaya, East Java, February, Labour Day, Indonesian Military (TNI), National Monument
3	<i>Concrete Noun</i>	17	Assets, workers, soldiers, hands, land, square, parade, dollars, fund, enterprises, steps, details, part, members, worker, crowd, monuments
4	<i>Abstract Noun</i>	28	Constitution, nation, sake, pledge, foundation, speech, platform, election, role, order, business, campaign, proposal, advocacy, coordination, growth, title, work
5	<i>Countable Noun</i>	45	Assets, citizens, workers, judges, steps, brothers, sisters, companies, parade, details, dollars, enterprises, cuts, policies, activists, months, elections, members, heroes, proposals
6	<i>Uncountable Noun</i>	6	Coordination, advocacy, water, wealth, growth, business
7	<i>Collective Noun</i>	10	People, crowd, government, military, workers, enterprises, members, soldiers, citizens, activists
8	<i>Compound Noun</i>	20	State assets, state constitution, national hero, Labour Day, May Day, Supreme Court, Article 33, sovereign wealth fund, palm oil companies, National Monument, Danantara Indonesia, East Java

Table 1 provides a comprehensive overview of the frequency and percentage of each noun type identified in President Prabowo Subianto's political speech. A total of 188 nouns were analyzed and classified into eight grammatical categories: common nouns, proper

nouns, concrete nouns, abstract nouns, countable nouns, uncountable nouns, collective nouns, and compound nouns.

Table 2: Frequency and Percentage of Noun Types Found in the Text

No	Noun Type	Frequency	Percentage (%)
1	Common Noun	65	34.6%
2	Proper Noun	30	16.0%
3	Concrete Noun	17	9.1%
4	Abstract Noun	28	14.9%
5	Countable Noun	45	24.0%
6	Uncountable Noun	6	3.2%
7	Collective Noun	10	5.3%
8	Compound Noun	20	10.6%
	Total	188	100%

The data reveal that common nouns dominate the speech with a frequency of 65 occurrences (34.6%), indicating a preference for general and inclusive terminology that resonates with broader audiences. This is followed by countable nouns (24.0%) and proper nouns (16.0%), which reflect the speaker's emphasis on measurable policy actions and specific individuals, places, and institutions. Abstract nouns also appear prominently (14.9%), highlighting the ideological and emotional appeal embedded in the speech.

Less frequent, yet still significant, are compound nouns(10.6%) and concrete nouns(9.1%), which serve to condense complex political ideas and provide tangible imagery, respectively. Collective nouns (5.3%) emphasize unity and group identity, while uncountable nouns(3.2%) suggest abstract or institutionalized concepts that are foundational to the speech's ideological framing.

Overall, the distribution shown in the table reflects a strategic linguistic approach where different noun types are employed to fulfill rhetorical, ideological, and communicative purposes. This quantitative analysis supports the interpretation that the language used in the speech is carefully selected to construct meaning, establish legitimacy, and appeal to both logic and emotion within a nationalistic political context.

Interpretation of Findings

The analysis identified a total of 188 nouns in President Prabowo Subianto's political speech, each contributing uniquely to the construction of rhetorical meaning and ideological framing.

- a. Common nouns emerged as the most dominant category, accounting for 34.6% of the total. These include general terms such as *assets*, *people*, *government*, and *business*, which are used to broadly frame political and national concerns. By employing common nouns, the speaker emphasizes collective issues and maintains a general and inclusive tone. This linguistic strategy allows the audience to connect with the message at a broad level, making the speech more universally relatable.
- b. Proper nouns occurred 30 times (16.0%), featuring names like *Prabowo*, *Jakarta*, *Marsinah*, and *Danantara Indonesia*. These nouns serve to anchor the speech within real-life political, historical, and geographical contexts. The inclusion of proper nouns lends authenticity and gravity to the speech, connecting the message to concrete references that the audience can recognize and respect. This enhances the speaker's credibility and aligns the political message with national identity.
- c. Countable nouns made up 24.0% of the noun usage, with examples such as *workers*, *policies*, *judges*, and *companies*. These nouns reflect the speaker's focus on measurable and actionable elements of governance and legal structures. Their presence demonstrates a policy-driven approach, where concrete actions and identifiable entities are highlighted. This serves to reinforce the administration's commitment to reform, progress, and legal accountability.
- d. Abstract nouns accounted for 14.9% of the total and include terms like *pledge*, *justice*, *order*, and *campaign*. These nouns serve an ideological and emotive function, appealing to moral values, constitutional ideals, and national principles. Through these abstract concepts, the speaker frames government initiatives as noble and necessary, appealing to the audience's sense of duty, justice, and national pride.
- e. Concrete nouns, although used less frequently (9.1%), also play a significant role. Terms such as *soldiers*, *stage*, *hands*, and *Monas square* help to create vivid imagery and ground the speech in real-world experience. These nouns allow the audience to visualize the setting and participants, adding realism and emotional depth to the speech. This also enhances the speaker's connection to the people and the occasion.
- f. Uncountable nouns represented only 3.2% of the total noun usage, including words like *growth*, *support*, *coordination*, and *advocacy*. These terms refer to abstract, continuous ideas that are often central to policy development. However, their limited usage suggests that the speech prioritizes clarity and action-oriented discourse over vague or immeasurable ideals, aligning with the speaker's goal of promoting tangible outcomes.
- g. Collective nouns accounted for 5.3% of the total, with examples such as *government*, *military*, *people*, *crowd*, and *workers*. These nouns emphasize unity and solidarity by

referring to groups as single entities. In the context of a Labor Day speech, this reinforces the speaker's alignment with the working class and the general public, creating a strong emotional and ideological bond with the audience.

- h. Compound nouns made up 10.6% of the total and include multi-word expressions such as *state assets*, *national hero*, *Labour Day*, and *palm oil companies*. These nouns encapsulate complex political and economic ideas into concise, impactful terms. Their use reflects the speaker's intent to communicate institutional policies and national agendas in a manner that is rhetorically effective and easily memorable.

In summary, the varied distribution of noun types within the speech demonstrates a deliberate linguistic strategy aimed at reinforcing the speaker's political message. Each noun category whether common, proper, abstract, or compound contributes to constructing a narrative of authority, inclusivity, and national identity, which collectively support the ideological goals of the speech.

Implications of Noun Usage in Political Messaging

The pattern of noun usage in this speech reveals strategic linguistic choices:

1. The high frequency of common and countable nouns indicates a deliberate attempt to speak about public matters in general yet quantifiable terms. This reflects an effort to construct a sense of clarity and accountability, aligning with Matthews' (2021) view that common nouns serve to generalize abstract policy issues in accessible ways. Countable nouns, as emphasized by Zainuddin & Wahyuni (2021), support structured governance by offering measurable units that enhance the appearance of organized policymaking.
2. The use of proper and compound nouns strengthens the political and institutional credibility of the speech by tying it to real people, places, and policies. According to Smith and Nguyen (2022), proper nouns act as identity markers that reinforce institutional trust, while Chen and Li (2021) explain that compound nouns encapsulate complex policy concepts in condensed forms, enhancing communicative efficiency in political rhetoric.
3. The presence of abstract nouns underscores the ideological appeal of the speech, reinforcing values like justice and national sovereignty. These abstract terms function as ideographs, a rhetorical strategy where commonly shared values are evoked through emotionally charged nouns. As Cominetti (2023) argues, abstract nouns and nominalization enhance implicit messaging by concealing agency and emphasizing conceptual density. Halliday (1994) further supports this notion by identifying nominalization as a key grammatical metaphor, where actions are transformed into entities, creating an illusion of objectivity and permanence in political discourse.

4. Collective nouns enhance inclusivity and solidarity, making the speech resonate more with ordinary citizens and workers. Yusof, Ahmad, and Lee (2023) note that collective nouns in political speeches foster group identity and social unity, especially when politicians aim to align themselves with “the people” in populist narratives.
5. Concrete and uncountable nouns, though used less frequently, provide grounding and complexity to the rhetorical message. These types of nouns add depth by connecting abstract ideology with tangible references and philosophical underpinnings. As Rahimi and Riasati (2022) argue, uncountable nouns often convey institutionalized forms of truth and power, legitimizing political actions.

In summary, the deliberate distribution and selection of noun types in President Prabowo’s speech are linguistically aligned with his ideological stance, reinforcing a narrative of reclaiming sovereignty, upholding constitutional justice, and fighting on behalf of the people. This linguistic strategy reflects a broader discourse practice in political communication, where nouns are not merely grammatical forms, but serve as vehicles for persuasion, legitimacy, and ideological positioning. As supported by systemic functional linguistics and critical discourse analysis (Fairclough, 1995; Halliday, 1985), the manipulation of noun types enables speakers to frame actions, assign responsibility, and shape public consciousness in subtle yet powerful ways.

CONCLUSION

This research set out to examine the types and functions of nouns in President Prabowo Subianto’s political speech delivered on May 1, 2025, in the context of Labor Day and national discourse surrounding the repossession of state assets. Using a qualitative descriptive method with content analysis, the study focused on eight types of nouns: common, proper, concrete, abstract, countable, uncountable, collective, and compound nouns. The objective was to identify how each noun type contributes semantically, structurally, and ideologically to the overall impact of the speech.

From the 15 selected sentences analyzed, a total of 188 noun tokens were identified and categorized. The findings reveal that common nouns were the most frequently used (34.6%), suggesting a generalizing rhetorical strategy to appeal to broad institutional and societal issues. Countable nouns (24.0%) and proper nouns (16.0%) followed in frequency, emphasizing both tangible policy components and specific figures or institutions to anchor the speech in national authority and recognizable leadership.

A significant presence of abstract nouns (14.9%) demonstrates the ideological weight of the speech, as terms like justice, legitimacy, and order served to morally justify the

government's intent to reclaim assets. Similarly, compound nouns (10.6%) like state assets, national hero, and sovereign wealth fund encapsulate complex political and economic ideas in succinct, persuasive terms. The use of collective nouns (5.3%) such as workers and people promotes unity and populist alignment, while concrete nouns (9.1%) and uncountable nouns (3.2%) provide descriptive and philosophical support to the broader rhetorical framework.

These patterns of noun usage suggest that Prabowo's speech was not merely informative but strategically designed to shape public opinion, legitimize state power, and frame the repossession policy as a constitutional obligation and moral imperative. The repetition of key ideological terms such as the people, the constitution, and national wealth functions to construct a populist and nationalist narrative that resonates with both emotional and rational appeals.

Furthermore, the variation of noun types indicates a balance between abstract principles and concrete realities, as well as between individual authority and collective identity. This linguistic structure enhances the persuasive power of the speech, reinforcing President Prabowo's image as a leader committed to justice, sovereignty, and the will of the people.

In conclusion, the study confirms that noun usage in political speeches especially those involving controversial policy decisions is far from random. It reflects a deliberate choice that serves syntactic, semantic, and ideological functions. Nouns, in this context, operate as vehicles of persuasion, legitimacy, and national symbolism. The findings of this research offer insights into how political language can be constructed to support specific agendas and mobilize public sentiment through subtle grammatical choices.

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