



Diction and Language Style in Rocky Gerung's Rhetoric

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ABSTRACT

This study aimed to describe and analyze the use of diction and language style in the rhetoric of Rocky Gerung, a widely known public intellectual in Indonesia. The method used was descriptive qualitative with content analysis technique. The data in this study were transcripts of five videos of Rocky Gerung's speeches and interviews uploaded on the YouTube platform, with a total of 20 transcripts. The results showed that Rocky Gerung consistently used denotative and connotative diction to strengthen his arguments and shape audience perceptions. In addition, he also utilized various language styles, such as metaphor, irony, and repetition, to provide a strong rhetorical effect and emphasize his position in public debates. The findings showed that the right choice of diction and language style are key to Rocky Gerung's rhetorical effectiveness in conveying messages and building intellectual influence.

Keywords: *diction, language style, Rocky Gerung, discourse analysis*

1. INTRODUCTION

Language is a collection of sound symbols used by people in a group to interact, communicate, and recognize themselves. Language is the way people speak to relate to other people in a group. Therefore, language is very important in developing, conveying, and exchanging information in everyday life. As a human communication tool, language is a systematic system, thus it can be said that language as a communication tool plays a very important role as well as an adjustment in the delivery and exchange of information between individuals in their daily activities.

Diction is the selection of words and clear pronunciation to achieve certain results when speaking in front of many people or in writing. Word choice is an important element, both in the world of writing and in the world of speech every day (Kridalaksana, 2011). Diction is one of the ways used by authors in creating a caption so that it can be understood by the reader. The accuracy of word choice will affect the reader's mind about the contents of a caption. Types of diction according to Keraf (2010).

Diction can be classified in several forms including, the use of slang words, foreign words, abstract words, concrete words, popular words, scientific words, jargon, and many more uses of diction from various forms used in communication. Diction is simply the selection of words made by speakers when speaking or writers when composing works, based on their mastery of language (Siswono, 2014).

Language style is the way a writer expresses his or her thoughts using unique language, reflecting the personality and soul of the writer. A good style must have three things: honesty, courtesy, and interest. Language style is a special way of expressing thoughts and feelings in writing or orally. It is a way of conveying feelings or thoughts with words so that the message can be maximally understood and felt by the reader or listener.

Language style is a way of expressing feelings or thoughts with language in such a way that the impression and effect on the reader or listener can be achieved as fully and intensively as possible (Ba'in, 2012). Language style or *style* is part of diction or word choice which questions whether or not the use of certain words, phrases or clauses is suitable for dealing with certain situations. Therefore, the issue of language style includes individual language hierarchies, phrases, clauses, and sentences, and even includes a discourse as a whole. The implied tone behind a discourse is also a stylistic issue. The use of rhetorical language style when speaking can influence the reader to understand the content of the conversation. Style is a form of rhetoric whose use, among other things, is



to create an imaginative impression on the listener or reader (Haryanta, 2012).

Style is a beautiful language used to enhance the effect by introducing and comparing an object or other thing that is more general (Tarigan, 2013). Style is the choice of certain words made by the writer or speaker to achieve a certain goal and create an element of beauty (Ratna, 2014). Tarigan (2013) groups language styles into four groups, namely: 1) comparative language style; 2) contradictory language style; 3) linking language style; 4) repetitive language style.

Rhetoric is a term that traditionally refers to the art of language, which is based on well-structured knowledge. Rhetoric is defined as a science that teaches how to speak in public (Mardhiyah, 2015). Rhetoric explains the basic rules of prose writing that will form a speech, oration, or lecture which must ultimately influence people's feelings and attitudes (Muhtadin and Noermanzah, 2018). Rhetoric is also defined as a set of principles about crafting persuasive and effective speeches, as well as the skills that a speaker needs to possess. As a social phenomenon, language style is a part of rhetoric that functions to influence listeners.

Rhetoric means the art of speaking well which is achieved based on natural talent and technical skills (Hendrikus, 2015:14). Rhetoric studies are generally defined as symbols used by humans. Rhetoric is the art of speaking well, the art of giving speeches, and composing correctly, carefully, clearly, and strongly. Rhetoric is an effective speech containing truth, prepared and arranged scientifically.

One of the most famous and successful Indonesian public orators because of his rhetorical skills is Rocky Gerung. He is a political observer who is famous for his assertive and bold style of criticism and unique diction. Not infrequently Rocky also often uses his language style as a medium to refine or suppress the meaning of his speech. Rocky's ability to use language style especially to criticize the government is very interesting. This is inseparable from his educational background as an alumni student majoring in literature at the University of Indonesia. In addition, Rocky was also once listed as a student majoring in Political Science.

Rocky Gerung's ability to use his spoken language to convey his ideas and thoughts, of course, there are those who like and dislike Rocky Gerung's language strategy. However, the language style inherent in him makes him a figure who has his own charm for his fans. If examined further, what makes the figure of Rocky Gerung who always issues diction that sounds unique. One of the words often used by Rocky Gerung is "fool". It is meant to refer to a way of thinking, a logical way of reasoning. However, it often received negative responses although these responses prove that the right choice of words can attract the attention of others in communication. Hence, Rocky Gerung is often invited to fill political dialogues on various television media.

2. METHODS

This research used a qualitative approach. Qualitative method as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Moleong, 2017). The type of research conducted was descriptive qualitative. In this research, the strategies and ways of working were diverse, namely: (1) data is addressed as verbal symptoms or something that can be used or moved as verbal data, (2) oriented towards understanding meaning, both meaning in the sense of characteristics, systematic relationships, conceptions, values, rules, and abstractions of understanding of a reality, and (3) prioritizing the role of the researcher as a key instrument and shaper of meaning.

The main data source of this research is the transcript of Rocky Gerung's statement taken from videos uploaded on Rocky Gerung's Youtube account Official podcast Forum News Network. The videos discuss various political, economic, and social issues that are of public concern. The data collection technique in this research uses the method of listening and noting. The data sources came from five videos uploaded by Forum News Network in December 2024. The data collection process was carried out through several steps, as follows: (1) transcribing the data by rewriting the complete content of the video in accordance with the focus of the research, (2) reading the transcript as a whole repeatedly to understand the content and context of the data in depth, (3) marking the parts of the data that are relevant to the formulation of research problems, and (4) grouping the marked data based on aspects related to the problems studied in this research.

Data analysis in this study was carried out using the qualitative data analysis model proposed by Miles and



Huberman (2014). This data analysis technique included three main stages, namely data reduction, data presentation, and conclusion drawing. Data reduction is a process of sorting, simplifying, abstracting, and transforming raw data into more focused and meaningful data. In this study, data in the form of Rocky Gerung's utterances that contained elements of diction and language style were summarized and categorized based on the type of diction and language style used. Next, data presentation was done so that researchers can fully understand it and plan the next step of analysis. The data was then organized in the form of a table that maps the patterns of word choice and the use of language styles in Rocky Gerung's statements. The presentation of this data made it easier for researchers to see the relationship between diction and language style with the rhetorical power. The last stage was drawing conclusions—the process of analysis to identify the tendency of using diction and language style and how they shaped Rocky Gerung's rhetorical power. From this analysis, conclusions drawn were in line with the research focus and objectives.

3. RESULTS & DISCUSSION

3.1 Results

3.1.1 Data Transcription

The data in this study are transcripts of Rocky Gerung's statements obtained from videos uploaded through the *Rocky Gerung Official Forum News Network Youtube* account transcribed in paragraph form totaling 20 pages.

This data was selected based on its relevance to the focus of research, namely the analysis of diction, language style, and rhetoric used by Rocky Gerung in conveying his views.

3.1.2 Data Grouping

In accordance with the focus of the research, data grouping was carried out by sorting based on two main aspects, namely diction and language style from Rocky Gerung's statements, which were obtained from the *Rocky Gerung Official Forum News Network Youtube* video in December 2024 which has been transcribed above. This grouping aims to understand how word choice, language techniques, and rhetorical strategies are used to build arguments and influence audiences.

3.1.3 Data Analysis

The data analysis presented in this research includes data analysis that describes rationally and objectively the form and use of diction and language style in Rocky Gerung's rhetoric.

Data 1:

Title: “*Must be canceled! 12% VAT is a gamble on President Prabowo's credibility*”.

Diction Analysis:

Rocky Gerung delivered a sharp critique of the 12% VAT policy with a rhetorical approach that combines legal facts and moral pressure. He opens his argument with the sentence, “The 12 percent VAT is in the law, but that does not mean the policy has legitimacy”. The diction of law and 12% VAT is a denotative form that shows that Rocky is not speculating, but speaking based on a real legal basis. However, he immediately challenges the moral legitimacy of the policy by using abstract words such as legitimacy and legality. The sentence, “Prabowo will be asked for his legitimacy because the people's demand is to cancel this regulation”, confirms that according to Rocky, a policy is not only legal, but must get moral approval from the people. Connotative diction such as popular sovereignty, public pressure, and people's sovereignty reinforces the narrative that this tax policy is considered to undermine democratic principles. In fact, when he states, “The law is not absolute”, Rocky rhetorically challenges the rigidity of the legal system, while championing legal flexibility for the sake of social justice. His rhetorical style builds a discourse that power that does not listen to the people is power that loses legitimacy. Rocky Gerung raised the real impact of the VAT increase on the daily lives of ordinary people. He uses concrete quotes such as, “Soap for washing dishes is subject to VAT. The dishes are also subject to VAT, the food is also subject to VAT”. Through this repetition, Rocky conveyed that taxes do not only target luxury goods, but also basic needs. Connotative diction such as “burdening the people” and “people's protests” showed the emotional pressure presented in his rhetoric. He emphasized that “a 1% increase in VAT means an increase in all components



related to the item”, and this was what triggered the public response. In this case, Rocky used abstract diction such as “policy” and “price increase” to illustrate that the tax issue is not just about numbers, but about the impact on social justice and people’s purchasing power. His final statement, “this is the way the public mind is manifested through the protests that happen these days”, shows that his rhetoric relies on the collective narrative of the people, making the public voice the main legitimacy in assessing policies.

In the third paragraph, Rocky Gerung used words that were full of conceptual and rhetorical nuances. Denotative dictions such as “justice”, “equality”, “common prosperity”, and “human sociality” were used to emphasize the normative foundation of taxation practices. However, his rhetoric became sharp when he referred to taxes as “a 'barbaric' way to maintain or preserve civilization”, which is a connotative diction with nuances of criticism against the way the government imposes taxes without ethical considerations. The word “barbaric” here contained irony to show the discrepancy between the purpose of taxes and their implementation. In addition, abstract diction such as “principles of justice”, and “civilization” reinforced Rocky’s argumentative style that leads to moral and philosophical discourse. The quote “these principles include the ability to pay, fairness in the context of the politics of taxation, and the goal of generating common prosperity” reflects that taxes, according to him, are only legitimate if they are based on these principles. This showed a rhetoric that was sharply critical of state policies, yet still framed within ethical and social logic.

Language Style Analysis

In the first paragraph, there were five language styles used by Rocky Gerung: antithesis, erotesis, hyperbole, climax, and paradox. First, the antithetical language style was seen in the sentence: “The law is not something absolute”. This sentence contains a contradiction of meaning between “the law” as a symbol of strong power and “not something absolute” which confirmed that the law can be debated or criticized. The use of this antithesis showed that Rocky rejected the view that the law is the final truth. This style strengthened the argument by presenting an oppositional point of view to the dominant narrative.

Second, the rhetorical question appeared in the sentence: “*Is today’s government able to read the sovereignty of the people?*”. This question did not actually expect an answer, but rather functions as a sharp satire against the government. By questioning the government's ability to understand the people's aspirations, Rocky encouraged the audiences to critically evaluate the current political situation.

Third, hyperbole was used in the sentence: “In fact, there are petitions and comments abroad that compare how Indonesia respects the sovereignty of the people”. This sentence contained an exaggeration of facts (hyperbolic) to emphasize how widespread and serious the criticism of government policies is, even internationally. The intended effect of this style was to raise public concern and awareness.

Fourth, climactic language style was found in the statement: “The law can be canceled in any way, as long as there is a strong reason from the people who pay the tax”. The sequence of ideas in this sentence was getting stronger from “any way” to the reason that comes directly from the people as taxpayers. This climax emphasizes that people power is the highest factor in the legitimacy of a law.

Fifth, a paradoxical language style was used in the sentence: “Tax is the most flexible law”. This sentence seems contradictory because the law is usually considered rigid and fixed, but on the other hand it is called flexible. This paradox shows that tax laws can change depending on political interests, and thus Rocky satirizes the instability of the principle of justice in state policy.

In the second paragraph, Rocky Gerung used two language styles, namely climax and hyperbole, to criticize the Value Added Tax (VAT) policy. The climax language style was found in the sentence: “Soap for doing dishes is subject to VAT. The dishes are also subject to VAT. To dry, the cloth used is also subject to VAT”. This sentence shows an increasingly complex sequence of events, from washing (soap), using cutlery/plates, to the drying process of clothes; all are subject to VAT. The sequence shows the increasing intensity and impact of VAT policy on the simplest aspects of the household. The use of this climax effectively highlights that the policy does not only impact luxury or large-scale goods, but down to the smallest and most basic necessities of daily life.

Furthermore, hyperbole was used in the sentence: “A 1% increase in VAT means an increase in all



components related to the goods”. This sentence contains an element of exaggeration because it states that a 1% increase will have a broad impact on all components. The purpose of this hyperbole style is to emphasize how big an impact a policy that looks small on the surface can have. This statement stimulates public concern about the domino effect of the tax hike.

Data 2:

Title: *“New Policy! Go ahead and Corrupt. If you get caught, just return it. It’s safe!”*

Diction Analysis:

In the first paragraph, in Rocky Gerung’s rhetoric, the choice of diction was strategic to build sharp arguments and contain social criticism. In the quote: “It seems that only Mr. Mahfud MD fully understands what is called corruption. Corruption has political, economic, legal, and power dimensions”. There was the use of denotative diction such as corruption, politics, law, power, and criminal which refers to the straightforward meaning or lexical meaning. These words were used to frame the issue of corruption in a serious and multidimensional realm.

In addition, Rocky also used connotative diction, such as in the sentence: “Corruptors are people who are full, but still greedy”. The word greedy here has a strong negative connotation and describes greediness or not knowing enough, especially in the context of power and materials. This choice of words added to the emotional impact on the readers or listeners, as well as strengthening the moral criticism of the corruptors.

Rocky also inserted the foreign term of extraordinary crime in the sentence: “The term ‘eradicating corruption’ itself already shows that corruption is an extraordinary crime”. The use of this term shows that corruption is not an ordinary crime, but an extraordinary crime that requires extraordinary punishment. This foreign word was chosen to emphasize and strengthen the academic and global impression of the argument presented. By combining denotative, connotative, and foreign words, Rocky Gerung managed to build a sharp yet argumentative critical discourse, so that his rhetoric felt strong and raised public awareness of corruption issues.

In the second paragraph, he said: “Corruptors ruin civilization by taking something that does not belong to them, even though they already have a lot”. Rocky Gerung used strong connotative diction, namely ruining civilization. This phrase has a deep emotional and ideological meaning. He not only described corruption as a violation of the law, but also as a destruction of the noble values, morality, and social order of a nation. This diction created a rhetorical effect that raised public awareness of the destructive impact of corruption in the long term. In addition, in the sentence: “The move aims to ensure that the people do not lose their right to enjoy the country’s wealth”. The phrase “country’s wealth” was used, which is also connotative. The term not only referred to physical assets or resources, but also included the collective right of all citizens to prosperity. By choosing this word, Rocky emphasized that corruption is a form of betrayal of the people and their collective prosperity.

Another stylistically interesting quote by Rocky Gerung is: “So corruptors cannot just be forgiven, especially with a trade-in system like ‘you pay, I forgive you’”. Here, Rocky uses an informal style of speech with a choice of non-familiar diction that was deliberately used to satirize and criticize the logic of resolving corruption considered too permissive. This style of language gave the impression of being straightforward, close to the public, and emphasized the satire of a legal system that was soft on corruptors.

Language Style Analysis

The first paragraph contained hyperbole and metaphor used by Rocky Gerung to describe the greedy nature of corruptors. Hyperbole can be found in his statement: “Corruptors are people who are full, but still greedy”. This sentence exaggerates the condition of corruptors to create a dramatic effect, as if they already have everything, but still want to take more.

Meanwhile, the metaphorical language style can be seen in the sentence: “Gluttony comes from power”. Rocky used this expression to show that unchecked power can give birth to greed. He did not convey the relationship directly, but through symbolic comparisons that reinforced criticism of the corrupt power system.

The second paragraph contained hyperbole, antithesis, sarcasm, and personification language styles used



by Rocky Gerung to emphasize the damage caused by corruption. Hyperbole can be seen in his statement: “Corruptors destroy civilization by taking something that does not belong to them”. This sentence exaggerated the impact of corruption by describing it as if it can destroy the entire order of civilization. The aim was to show how much moral and structural damage corruptive behavior causes.

The antithetical language style is seen in his statement: “Apologies in human affairs are important, but in the case of corruption, it is a matter of civilization”. Rocky contrasted the two ideas of the value of apologizing personally versus in the context of corruption to emphasize that corruption cannot be resolved with an emotional approach alone.

Sarcasm was also used straightforwardly in the sentence: “You pay, I forgive you”. This sentence mimics the colloquial style with a cynical and scornful tone, as if pardoning corruptors is just a matter of a simple transaction, even though it involves public justice.

Finally, personification appeared in his utterance: “Power makes a person feel that everything belongs to him”. Power was portrayed as if it had the ability to influence or control the human mind, even though logically, power is an abstract concept. This reinforced the message that power can blind one’s morals.

Data 3:

Title: *“All Commission XI Members Received BI CSR Funds. I Suspect of KPK. One House Commission Involved in Crime?”*

Diction Analysis

In responding to the Bank Indonesia’s CSR fund case involving members of Commission XI of the House of Representatives, Rocky Gerung continued to highlight the fundamental role of state institutions by using denotative diction that was firm and straightforward. In his statement, he said: “Bank Indonesia cannot work alone to maintain monetary stability if its fiscal policy is chaotic”. Here, “Bank Indonesia” is used as a direct reference to the independent institution that manages national monetary policy. Meanwhile, the phrase “monetary stability” has a literal meaning as a condition of balance in the country’s financial system, including exchange rates, inflation and interest rates. The use of denotative diction showed that Rocky raised institutional issues factually, not wrapped in symbolic meaning, with the aim of highlighting the importance of integrity and synergy between institutions in maintaining the country’s economic stability, especially when the institution’s credibility was tested by allegations of misuse of funds.

In his discussion, Rocky Gerung emphasized that in politics, the law is often influenced by interests, a statement that used clear and straightforward denotative diction. He said: “The law is subject to interests, not to the truth”. The word “interest” in this context refers to a particular goal or motivation that influences decisions or actions in legal practice. In this case, Rocky criticized how the law in Indonesia is often applied by prioritizing the benefits or needs of certain parties, not based on the principle of objective truth. This choice of diction illustrates the pragmatic phenomenon in the legal system that often prioritizes political or economic gain over real justice.

Rocky Gerung used the denotative diction “constituent” to refer to the community group that is the basis of a people’s representative’s political support, as in the sentence “Politicians should work for constituents, not for power”. The word “constituent” refers directly to the voters or the people represented by legislative members. This diction illustrates the functional relationship between politicians and the community that should be the main priority in carrying out their duties.

Meanwhile, in the connotative context, Rocky also used the phrase “utilize capacity” to imply that a person used their abilities, not only for legitimate purposes, but for personal gain or power. When Rocky said, “He utilizes his intellectual capacity to deceive the public”, the phrase “utilize capacity” contains a deeper meaning, namely intellectual exploitation done for manipulative purposes. It illustrates how a person can abuse their abilities or position for personal gain, which is contrary to the moral values expected of a politician or public figure.

Language Style Analysis

In the third data of the second paragraph, Rocky Gerung used hyperbole in the statement: “Then, there was



a riot in the public”. The phrase is a form of exaggeration of the public reaction, where the word “*huru-hara*” denotatively means chaos or a big commotion. In the context of Rocky’s discourse, this term did not refer to physical chaos, but to the uproar of opinions or controversies that arose in the public sphere. The use of hyperbole aimed to strengthen the rhetorical effect of his statement, as well as to illustrate the magnitude of the impact of the issue being discussed. With a dramatic style, Rocky positioned himself as a critical observer of the socio-political situation and shaped the audiences’ perception that the discourse he raised has a broad and significant influence.

In the third paragraph, Rocky Gerung used an ironic language in his statement: “Bank Indonesia may be uncomfortable or even afraid if it does not contribute to activities in the House of Representatives”. This statement explicitly sounded like sympathy for Bank Indonesia’s position, but implicitly it contained a sharp satire of the non-ideal practices in the relationship between state financial institutions and the legislature. Irony arose when Rocky seemed to understand Bank Indonesia’s fears, whereas what he wanted to highlight was the existence of pressure or unnatural practices that deviated from the principles of accountability and independence of state institutions. This ironic style was effectively used by Rocky to criticize subtly but sharply, so that listeners were invited to think critically about the phenomenon mentioned.

In the fourth paragraph, Rocky Gerung used an erotesis language style in the sentence: “*Why use CSR funds?*”. Erotesis is a form of rhetorical question that does not really expect an answer, yet to emphasize an opinion or insinuation. In this context, Rocky questioned the use of Corporate Social Responsibility (CSR) funds with a tone that implied objection or disagreement. The question was actually not intended to ask for an explanation, but to criticize policies or actions considered inappropriate. Through this rhetorical question, Rocky invited the audiences to reflectively question the logic behind the use of CSR funds, as well as showing his critical position towards public policies considered to deviate from their original purpose.

Data 4

Title *"President Prabowo Asked for Palm Oil Land to be Expanded. Beware of the Emergence of Widespread Agrarian Conflicts."*

Diction

Analysis

Rocky Gerung used the denotative word “state efficiency” to refer to the state’s ability to manage resources and policies optimally, as seen in the sentence, “The government must ensure state efficiency in managing palm oil land, without damaging the environment”. The word “state efficiency” referred to the state’s goal to maximize benefits for society by using existing resources wisely and effectively. This showed the importance of the government in planning policies that not only benefited the economy but also considered the wider environmental impact.

In addition, Rocky mentioned “forest encroachment”, which referred to the illegal or uncontrolled deforestation or destruction of forests. In this sentence, Rocky criticized the development of palm oil land that had the potential to exacerbate forest encroachment and environmental damage, which could add to the burden on natural ecosystems.

On the other hand, Rocky also used the foreign terms “New grammar” and “global justice theory” to introduce a broader view of justice and resource management. “New grammar” referred to a new way of structuring and viewing policies globally, while “global justice theory” was a theory that emphasized the importance of social justice and equitable distribution of resources around the world. Rocky related this theory to policies that not only focused on economic efficiency but also took into account broader social and environmental justice, in order to avoid the emergence of widespread agrarian conflicts.

Rocky Gerung used the denotative diction “foreign exchange” to refer to foreign currency reserves owned by the country and used for international transactions, as seen in the sentence, “Increased palm oil exports can be an important source of foreign exchange for the country”. The word “foreign exchange” was used in a straightforward manner to describe financial resources obtained through foreign trade, which was crucial for the country’s economic stability. Rocky emphasized that palm oil exports, as Indonesia’s main commodity, played a major role in contributing foreign exchange needed to support the national economy, especially in terms of foreign



currency reserves to finance imports and foreign investment. This diction illustrated the importance of the export sector in maintaining the continuity and efficiency of the country's economy globally.

Rocky Gerung used the connotative diction “zero waste” to refer to a clean condition or effort, without any pollution or negative impacts, as reflected in the sentence, “We need to implement a zero waste policy in the management of the palm oil industry to maintain environmental sustainability”. The phrase “zero waste” contained a broader meaning, which was a state where there was no waste or pollution produced in a process. In this context, Rocky invited others to manage the palm oil industry in an environmentally friendly way, where the production and processing of palm oil did not produce waste or damage the ecosystem. This diction illustrated that more sustainable policies that paid attention to ecological aspects were needed to ensure that the development of the palm oil sector did not damage the environment.

Language

Style

Analysis

In the first paragraph, the fourth data, Rocky Gerung used an ironic language style in his statement, “Mr. Prabowo’s remarks that there is no need to be afraid of deforestation actually insult the intelligence of environmental workers.” The irony in this sentence arose from the contrast between the soothing-sounding statement that deforestation is not something to be feared and the fact that the statement was actually considered an insult to environmental experts or activists. Rocky delivered his criticism indirectly; instead of blaming explicitly, he highlighted the absurdity of the statement by implying that the statement undermined the knowledge and concern of those who had been fighting to protect the environment. This irony was Rocky’s way of delivering sharp criticism, but still in a rhetorical wrapping that raised the audience's awareness of environmental issues and the responsibility of public officials in delivering them.

In the second paragraph, Rocky Gerung used an antithetical language style in the sentence, “Today justice is no longer only at the level of nations or regions, but justice for the earth as a whole”. The antithetical language style was shown through the opposition between two scopes of justice: “the nation or region” and “the earth as a whole”. This contrast showed a paradigm shift in viewing justice, from local or regional to more global and universal. Through this antithesis, Rocky wanted to emphasize that major issues such as the environment, climate change, and ecological justice demanded collective attention and responsibility as global citizens, not just within the narrow scope of the state. This style strengthened his argument that moral and political approaches must now transcend national boundaries.

In the third paragraph, Rocky Gerung used sarcasm in his statement, “Yes, please dig up coal mines for example”. Sarcasm was a sharper form of irony and contained direct mockery. In this sentence, Rocky seemed to give permission or support to coal mining activities, but in fact he was satirizing and criticizing the practice. The choice of the word “please”, which seemed permissive, as well as the repetition of “digging”, added a dismissive tone to policies or acts of natural exploitation that were considered detrimental to the environment. With this sarcasm, Rocky expressed his disapproval sarcastically, while inviting the audience to realize the negative impact of excessive exploitation of natural resources.

Data 5:

Title: *“Ridiculous! The Sea Fence Built in the Mulyono Era Was Sealed After Prabowo Got Angry. His officials must be sanctioned”.*

Diction

Analysis

Rocky Gerung used the denotative diction “illegal” to refer to actions or decisions that were not legal or were against the applicable law. In the sentence, “The sea fence built in the Mulyono era is clearly illegal and must be stopped immediately”, the word “illegal” referred to the construction of a sea fence that did not have an official permit or was not in accordance with applicable regulations. This diction was used straightforwardly to describe the legal violations that occurred in the construction of the project, which was carried out without legal procedures or in violation of existing regulations. Rocky criticized that such actions not only harmed the community but also created a bad precedent in terms of managing state projects that did not comply with existing legal provisions.

In his statement, Rocky Gerung used the denotative diction of “law enforcement officials” to refer to those



responsible for enforcing the law and ensuring that the applicable rules were properly applied. In the sentence, “Law enforcement officials must act decisively against illegal actions like this”, the word “law enforcement officials” referred to institutions such as the police, prosecutors, or courts that had the authority to handle legal cases and take action against violations. This diction was used to show the important role of the authorities in enforcing rules and imposing sanctions on those who broke the law, especially in the context of the construction of a sea fence that was considered illegal.

Rocky Gerung used the denotative diction “fishermen’s rights” to refer to the rights owned by fishermen as those who depended on marine resources for their livelihoods. In the sentence, “The construction of this sea fence clearly disrupts the rights of fishermen to go to sea and earn a living”, the word “fishermen’s rights” referred to the basic rights of fishermen to access the sea as a resource that they used to survive. This diction indicated an injustice or violation of rights that had been regulated by law, which provided protection for the welfare of fishermen and their access to the sea.

In addition, Rocky used the foreign terms “Act of omission” and “Act of commission” to refer to two types of acts that could affect justice or violate the law. “Act of omission” referred to an act of negligence or dereliction of duty, where an authorized party did not do what it was supposed to do, while “Act of commission” referred to a deliberate act, involving an actively committed offense or wrongdoing.

Rocky related these two concepts to the issue of sea fence construction, which could be considered an “act of commission”, as it was a deliberate act that violated the rights of fishermen, while ignoring their rights could be seen as an “act of omission” that harmed the group.

Language Style Analysis

In the first paragraph, data five, Rocky Gerung used two sharp language styles, namely cynicism and erotesis. In the sentence, “How can a bamboo fence be taken over by Mr. Prabowo? That’s ridiculous”, Rocky criticized with cynicism, insinuating that actions such as the management of a small issue, such as a “bamboo fence”, should involve Mr. Prabowo. The word “ridiculous” emphasized this cynical attitude, suggesting that the President’s intervention in such matters was excessive and irrational. Meanwhile, in the sentence, “*Does this country have rules that are enforced, or is it just waiting for the president's anger?*” Rocky used an erotesis language style with rhetorical questions that aroused the audience’s awareness. He insinuated that the legal system in Indonesia seemed to work only when there was an emotional reaction from the president, not because there were rules that were consistently enforced. These two language styles showed a strong criticism of the weaknesses in the government and law enforcement system in Indonesia.

In the second paragraph, Rocky Gerung used a paradoxical language style in the sentence, “Sea fencing means that the sea is separated from the land, or the fish are separated from the fishermen”. This sentence created a contradiction that seemed illogical but contained deep meaning. In this case, sea fencing, which was supposed to be a boundary that separated territories, instead illustrated a more fundamental and destructive separation between nature (the sea) and humans (fishermen). This paradox illustrated the destructive impact of the fencing policy that could break the existing relationship between humans and nature. Rocky wanted to emphasize that the policy contradicted the essence of the relationship between humans and nature, which should have been mutually supportive and synergistic. This paradoxical style reinforced Rocky’s critical message that policies hindering natural and productive interactions between humans and nature could bring bad consequences.

In the third paragraph, Rocky Gerung used hyperbole in the sentence, “Every night the fence grew by 100 meters until it finally reached 30 kilometers”. Hyperbole was a language style that used magnification or exaggeration to emphasize an extreme point. In this sentence, Rocky dramatically described the development of the fence that “grew 100 meters every night” until it reached “30 kilometers”. This statement was not meant to be taken literally, but rather to emphasize how rapid and excessive the fencing process was. This hyperbole aimed to illustrate how widespread and massive the impact of the policy or action in question was, while emphasizing the impression that it was excessive and detrimental. With hyperbole, Rocky inspired the audience to be more aware of the consequences of their actions and to think more critically about existing policies.

In the fourth paragraph, Rocky Gerung used two effective language styles to strengthen his argument, namely climax and hyperbole. In the sentence, “Of course, there must also be further action, namely the criminal



process because it violates the rules, and yes, it is brought to court so that it is clear whose order it is”, Rocky used a climactic style, where he described steps that were getting more serious and in-depth. It started with the violation of rules, then went to the criminal process, and finally to the court. This climax emphasized that the issue required more serious and clear handling and led to transparency about who was responsible. Meanwhile, in the sentence, “Even the ministers are throwing their hands at each other. I don’t know, I just got the news, all sorts”, Rocky used hyperbole to describe the chaos among high-ranking officials. The phrase “throwing hands” showed how ministers evaded responsibility, giving a dramatic impression of a very disorganized situation. In addition, the statement “I don’t know, I just got the news” emphasized the uncertainty and confusion in communication among them. These two styles of language served to reinforce Rocky’s criticism of the poor handling of the problem and the lack of coordination within the government.

The discussion in this study explained how the diction and language style in Rocky Gerung’s rhetoric shaped his distinctive and influential way of delivery. From the analysis, it was found that Rocky Gerung often used intellectual, sarcastic, provocative, and populist diction. Intellectual diction could be seen from the use of philosophical and academic terms that showed depth of thinking and broad insight.

Meanwhile, sarcastic and provocative diction was used to deliver sharp criticism, often in the form of satire or rhetorical questions that invited the audience to think more critically. Populist diction, on the other hand, came in the form of simpler and more communicative word choices, so that the message he conveyed could still be understood by the wider community despite discussing quite complex concepts.

In addition to his choice of diction, Rocky Gerung also used various language styles to strengthen his rhetoric. Metaphors and analogies helped explain difficult ideas in a more concrete and understandable way. Irony and sarcasm were used to deliver subtle yet sharp criticism, often provoking a response from the audience. Hyperbole was used to provide dramatic effect and emphasize an idea, while repetition and parallelism made the delivery of an argument more powerful and memorable. With this combination of language styles, Rocky Gerung’s rhetoric became more interesting, sharp, and able to provoke discussion.

From this analysis, it could be concluded that the diction and language style in Rocky Gerung’s rhetoric were not just sweeteners in speaking, but a communication strategy that he deliberately used. In Aristotle’s theory, effective rhetoric required *ethos* (credibility), *logos* (logic), and *pathos* (emotion). Rocky Gerung used these three aspects to build arguments that were not only logical, but also had emotional and intellectual appeal to his audience. Thus, his choice of diction and language style played an important role in building his influence in the public sphere and shaping public opinion.

4. CONCLUSION

Based on the results of research and analysis of Rocky Gerung’s diction, language style, and rhetoric, it could be concluded that Rocky used sharp and provocative rhetorical techniques to convey criticism of political policies and existing social situations. Rocky’s diction was very strong with negative words that evoked the audiences’ emotions. Words that had negative connotations such as “corrupt” and “authoritarian” were used with the aim of highlighting injustice, as well as encouraging the audience to think critically and question the government’s actions. Through this diction, Rocky created a significant emotional impact that served as a trigger for social awareness.

In the aspect of language style, Rocky used more irony and satire to emphasize his criticism. Irony served to illustrate the contradiction between statements and reality, while satire was used to show illogic or lies in policies and statements of political figures. This language style aimed not only to convey the message clearly, but also to inspire the audience to think more deeply about ongoing political policies.

Related to rhetoric, Rocky used forensic rhetoric to expose and evaluate political policies that were considered wrong or unjust. This rhetoric emphasized moral judgment of certain actions or policies. It encouraged the audience to question the legitimacy and impact of these decisions. In addition, he also invited audiences through deliberative rhetoric that focused on calls for change. Rocky proposed solutions or alternatives to improve the situation and encouraged the audience to think and act constructively.



Overall, the diction, language style, and rhetoric used by Rocky Gerung aimed not only to criticize, but also to raise social awareness and encourage the audience to think critically. These techniques succeeded in creating a public discourse that invited the audience to consider better changes for the future.

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