



## Speech of Kediri Mayor: A Rhetorical Study

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### ABSTRACT

This study aims to describe the rhetorical structure of the Mayor of Kediri's speeches based on Monroe's Motivated Sequence and to identify strategies for character portrayal through the elements of ethos, pathos, and logos in Aristotelian rhetoric. The study was conducted in the Kediri City Government environment with a data collection period from July to October 2025. The research population included the Mayor of Kediri's speeches from 2023 to 2025, while the sample was purposively selected from five official speeches that met the criteria of complete rhetorical structure and contained the context of public policy and ceremonial events. The research instruments included documentation sheets for selecting and reviewing the speeches, as well as semi-structured interview guidelines used to obtain contextual data from Prokompim staff. The data were analyzed using textual analysis methods through two stages, namely rhetorical structure analysis based on the five stages of Motivated Sequence (attention, need, satisfaction, visualization, action) and character imaging analysis based on Aristotelian rhetoric. The results of the study show that all speech manuscripts consistently apply Monroe's rhetorical pattern, particularly through the use of an interesting opening, presentation of public issues, policy solutions, visualization of the city's future, and calls to action. In addition, all speeches present aspects of ethos, pathos, and logos in a balanced manner in building the image of the Mayor as a religious, credible, communicative leader.

*Keywords: speech, Kediri Mayor, rhetorical study*

## Pidato Wali Kota Kediri: Kajian Retorika

### ABSTRAK

Penelitian ini bertujuan mendeskripsikan struktur retorika pidato Wali Kota Kediri berdasarkan Monroe's Motivated Sequence serta mengidentifikasi strategi pencitraan tokoh melalui unsur ethos, pathos, dan logos dalam retorika Aristoteles. Penelitian dilaksanakan di lingkungan Pemerintah Kota Kediri dengan periode pengumpulan data pada Juli–Oktober 2025. Populasi penelitian mencakup naskah pidato Wali Kota Kediri tahun 2023–2025, sedangkan sampel ditetapkan secara purposif sebanyak lima naskah pidato resmi yang memenuhi kriteria struktur retorika lengkap dan memuat konteks kebijakan publik maupun acara seremonial. Instrumen penelitian meliputi lembar dokumentasi untuk menyeleksi dan menelaah naskah, serta pedoman wawancara semi terstruktur yang digunakan untuk memperoleh data kontekstual dari staf Prokompim. Data dianalisis menggunakan metode analisis tekstual melalui dua tahapan, yaitu analisis struktur retorika berdasarkan lima tahap Motivated Sequence (attention, need, satisfaction, visualization, action) dan analisis pencitraan tokoh berdasarkan retorika Aristoteles. Hasil penelitian menunjukkan bahwa seluruh naskah pidato menerapkan pola retorika Monroe secara konsisten, terutama melalui penggunaan pembukaan menarik, pemaparan masalah publik, solusi kebijakan, visualisasi masa depan kota, dan ajakan bertindak. Selain itu, seluruh pidato menampilkan aspek ethos, pathos, dan logos secara seimbang dalam membangun citra Wali Kota sebagai pemimpin religius, kredibel, komunikatif, dan berorientasi pada pelayanan publik. Temuan ini menegaskan bahwa efektivitas retorika dalam pidato kepala daerah bergantung pada pengelolaan struktur pesan yang sistematis, argumentatif, dan emosional untuk memperkuat hubungan antara pemimpin dan masyarakat.

*Kata kunci: pidato, wali kota, kajian retorika*

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## INTRODUCTION

Public communication plays a strategic role in governance, particularly at the regional level. Through speeches, local governments convey their vision, mission, and development policy directions to the public. However, the effectiveness of public communication often faces obstacles, one of which is the low level of public understanding of policy messages delivered verbally. According to data from the Central Statistics Agency (2023), only 54.3% of urban residents reported understanding the content of public officials' speeches. This situation indicates a communication gap that has the potential to hinder public participation in the regional development process. In this context, rhetoric serves as a crucial instrument for bridging this communication gap.

Rhetoric in political communication serves not only as a technique for conveying messages but also as a strategy for building a figure's image and strengthening leadership legitimacy. The Mayor of Kediri's speech is a significant object of study because it displays local characteristics, such as the use of closing rhymes that strengthen the symbolic closeness between the leader and the public. This communication style reflects a rhetorical strategy that combines local cultural elements with public policy messages.

Rhetoric was theoretically pioneered by Aristotle, who viewed it as the art of finding the best way to persuade an audience. Aristotle emphasized three main elements in rhetoric: ethos, pathos, and logos. Ethos relates to the speaker's credibility, which influences the audience's level of acceptance. Pathos refers to the effort to evoke emotions in the listener through language and illustrations that appeal to the affective side. While logos concerns the logical, coherent, and justifiable construction of arguments (Rakhmat, 2021: 8). These three elements provide the foundation for assessing the quality of rhetoric in a regional leader's speech. Furthermore, Monroe's Motivated Sequence, introduced by Alan Houston Monroe, offers a five-stage pattern for constructing persuasive messages: attention, need, satisfaction, visualization, and

action. This pattern is designed to facilitate audience understanding of the issue, acceptance of the solution, and encouragement to act on the message (Rakhmat, 2021: 46). The combination of these two theoretical frameworks provides a comprehensive analytical tool for examining the structure and rhetorical strategies of regional leaders. Academic studies on speech rhetoric have been conducted by a number of researchers in various contexts. Irawati (2017) found that the use of Monroe's Motivated Sequence effectively improved students' rhetorical skills in composing persuasive speeches. Susilowati (2020) examined Nadiem Makarim's speech and revealed that the five laws of classical rhetoric were strategically used to strengthen policy messages and build emotional connection with the audience. Meanwhile, Sari and Supriyadi (2021) and Zulkarnaini et al. (2024) showed that President Joko Widodo's speeches were dominated by elements of pathos to arouse public emotion, accompanied by the use of ethos and logos to build credibility and strengthen arguments. Research by Savira and Sitingjak (2024) also demonstrated that Aristotelian rhetoric and the five laws of classical rhetoric play a crucial role in shaping the image of political figures like Surya Paloh.

However, the majority of previous research has focused on national figures and has not expanded its study to the context of local government. Furthermore, most research utilizes only one theoretical framework, particularly Aristotle's rhetoric, without combining it with a structural message-structuring model like Monroe's Motivated Sequence. This gap underscores the urgency of researching regional head speeches by combining these two rhetorical frameworks.

Based on this description, this research aims to answer two main questions. First, how is the rhetorical structure of the Mayor of Kediri's speech structured? Second, how is the strategy for character image development constructed through the choice of language and message structure within the speech?



This research aims to describe the rhetorical structure of the Mayor of Kediri's speech based on Monroe's Motivated Sequence and to identify strategies for character image development through the elements of ethos, pathos, and logos in Aristotle's rhetoric.

Theoretically, this research is expected to enrich the study of local political rhetoric through an analysis of local leadership communication practices. Practically, the findings of this study are expected to serve as a reference for the local government, particularly the Protocol and Communications Division of the Kediri City Government, in designing more structured, persuasive, and easily understood speeches, thereby increasing the effectiveness of public communication and strengthening public trust in the local government. Therefore, this research will present a discussion of the structure of the Mayor of Kediri's speech and the character image developed through the speech, using the perspectives of Aristotle and Alan H. Monroe.

## METHOD

This research uses a qualitative approach with textual analysis to examine the meaning, patterns, and rhetorical structure of the Kediri Mayor's speech. This approach was chosen because it is relevant for exploring the communicative intentions and persuasive strategies contained in the text. The research procedure includes preparation, data collection, and data analysis. During the preparation stage, the focus was determined, data selection criteria were determined, and research permits were obtained from the Protocol and Leadership Communications Section (Prokompim) of the Kediri City Government. Data collection was conducted through documentation techniques and semi-structured interviews, as recommended in qualitative research to enrich the context and validate the findings (Sugiyono, 2014). Data analysis was carried out through a systematic process of organizing, coding, and interpreting, following the principles of qualitative analysis.

The research was conducted within the Kediri City Government with a data collection period of July–October 2025. The primary data consisted of five official speeches by the Mayor of Kediri for 2023–2025, obtained directly from Prokompim and purposively selected based on two criteria: (1) having a complete rhetorical structure (opening, content, closing), and (2) containing the context of public policy or certain ceremonial moments. Data collection tools included documentation sheets for manuscript selection and semi-structured interview guidelines. Documentation techniques were used to examine the entire speech text, while interviews were used to gather information regarding message composition, leadership communication style, and the purpose of delivering the speech.

Data analysis was conducted in two main stages. The first stage was an analysis of rhetorical structure using Alan H. Monroe's motivated sequence model, which includes the components of attention, need, satisfaction, visualization, and action. The second stage was an analysis of image formation using Aristotle's rhetorical concepts, including ethos, pathos, and logos.

Data validity was ensured through a credibility test using triangulation techniques. In qualitative research, validity is not determined by numbers, but rather by the accuracy of interpretation and thoroughness of understanding the meaning of the data. Moleong (2004: 330) explains that triangulation is a data verification technique that utilizes something external to the data as a means of verification. This study implemented source triangulation by comparing speech manuscripts as primary data and interview results as supporting data. As Sugiyono (2017: 274) emphasizes, source triangulation is conducted through document review and interviews to increase data trustworthiness. Furthermore, triangulation between researchers was conducted through discussions with supervisors and colleagues to minimize subjectivity of interpretation, in line with Sugiyono's (2017: 275) view that the involvement of more than one interpreter can strengthen the credibility of the

findings. Therefore, the data in this study is considered valid and can be scientifically accounted for.

## RESULTS

The data researchers found regarding the rhetorical structure of the five Kediri Mayoral speeches indicates that all speeches contained elements of Monroe's Motivated Sequence, albeit with varying intensity at each stage. Overall, the researchers obtained twenty-five pieces of data representing five main components: attention, need, satisfaction, visualization, and action. To clarify the structure of the findings, a summary of the data distribution is included in the following table.

Table 1  
Structure of the Kediri Mayoral Speeches

Speech Script Structure	Sentence Type	Number
Attention	Gratitude and prayer, interfaith greetings	5
Need	Motivation and reinforcement of social values, affirmation of goals and benefits, presentation of public issues or challenges	5
Satisfaction	Collaboration and learning, creativity and innovation, religious and social values	5
Visualization	Hope and positive impact, program progress and sustainability	5
Action	Competitive and inspirational, religious and closing prayer	5

Based on the table, it can be seen that each speech manuscript contains a message structure pattern that is relatively consistent with Monroe's framework, particularly in the opening section, which emphasizes the element of attention, and the

closing section, which generally highlights the action stage. All data consists of sentences or short paragraphs that have been classified into five categories of rhetorical structure. This classification helps illustrate how messages are systematically structured to build a persuasive flow in the speech. To provide a more comprehensive understanding of the representation of this rhetorical structure, below is a detailed description of each element in the table above.

### 1. Structure of the Mayor of Kediri's Speech Manuscript

#### Attention

(I) Praise be to Allah SWT, for His abundant grace and protection, we are able to gather in the 'Study Trip in Boyolali Regency' activity. (Speech 1, 2023)

This quote shows that the speaker opened the speech with a prayer and an expression of gratitude. This strategy is effective in capturing the audience's attention because from the beginning, the listeners are invited to enter into an atmosphere of reverence and togetherness. Prayer and thanksgiving are not mere formalities, but rather an opening that immediately unites the mood of the audience, both officials and the general public. Furthermore, the explicit mention of the event, "Study Imitation in Boyolali Regency," helps direct the audience's focus on the context of the speech, so they understand the purpose of the activity from the outset. Thus, this section functions as an attention-getting stage because it creates a conducive atmosphere and focuses the audience's attention on the content of the speech.

(II) Praise and thanks be to Allah Taala. Thanks to His abundant grace, on this auspicious occasion, we can meet for the Opening of the Scientific & RESPECT Week in Kediri City. (Speech 2, 2023)

This strategy is effective in capturing the audience's attention because it creates a positive, togetherness-filled, and conducive atmosphere for the continuation of the event. The thanksgiving serves as an attention-getter, uniting the audience



in a shared sense of gratitude, while also emphasizing the importance of this activity and its shared celebration. The explicit mention of the event, "Scientific & RESPECT Week," also allows the audience to immediately understand the context of the speech. Thus, the opening section of this speech fulfills the attention stage in Monroe's framework, namely establishing a warm atmosphere, reducing social distance between the speaker and the audience, and focusing their attention on the topic of the event.

(III) Praise be to God Almighty, so that this afternoon we can meet on this auspicious occasion, in good health. (Speech 3, 2024)

The opening of the speech uses prayer and thanksgiving to capture the audience's attention. This strategy is effective because it immediately creates a calming religious atmosphere while simultaneously fostering a sense of togetherness among the audience. The expression of gratitude serves as an attention-getter, uniting the audience on a positive frequency before entering the main topic. Furthermore, the phrases "good opportunity" and "good health" emphasize an optimistic tone and emphasize the importance of this public lecture. Thus, the attention stage is achieved because from the outset, the audience is positioned in an emotional state conducive to listening to the speech's content.

(IV) Peace be upon us all, Om Swastiastu, Shalom, Namo Buddhaya, Salam Kebajikan, Rahayu... Praise be to God Almighty, for His love and protection, we are able to meet this afternoon at the Tawur Agung Kesanga ceremony and the Ogoh-ogoh Parade. (Speech 4, 2025)

At the 'Tawur Agung Kasanga' event, the speaker opened his remarks with a full interfaith greeting. This strategy was effective as an attention-getter because it immediately created an inclusive atmosphere and emphasized respect for the diversity of the Kediri community. By addressing all religious communities, the audience felt included from the outset, allowing their attention to focus on the shared moment. Following this, the

words of thanksgiving added a solemn atmosphere and placed the audience in a conducive emotional state.

(V) Peace be upon us all. Honorable Deputy Mayor of Kediri, Regional Secretary, all assistants and expert staff, all heads of Regional Apparatus Organizations (OPD), hospital directors, and directors of Regionally-Owned Enterprises (BUMD) within the Kediri City Government, and all employees within the Kediri City Government, whom I am proud of... Alhamdulillah, praise be to God Almighty, this morning we gather in our beloved city of Kediri, in the same spirit, celebrating the strength of family. (Speech 5, 2025)

At the 'National Family Day Commemoration' event, the Mayor of Kediri opened his speech with a formal greeting and salute to the officials and all participants. This opening served as a strategy to capture the audience's attention, reflecting the etiquette of official communication while emphasizing the importance of the ongoing forum. Furthermore, the expression of gratitude and the association with the theme of family togetherness helped establish a positive atmosphere, positioning the audience in a conducive and emotionally engaged atmosphere. Thus, the attention stage in the motivated sequence can be said to be effectively achieved through the combination of a greeting that emphasizes the initial focus and the use of expressions of gratitude that strengthen emotional closeness before entering the main discussion of the speech.

## Need

(I) As we know, Presidential Decree No. 89 of 2021 and Ministerial Regulation No. 92 of 2021 mandate local governments to establish Public Service Malls (MPP). (Speech 1, 2023)

Based on this quote, the need stage is demonstrated by the Mayor of Kediri explaining the reasons why a Public Service Mall (MPP) is necessary. The speaker referred to Presidential Decree No. 89 of 2021 and Ministerial Regulation No. 92 of 2021, which mandate local governments to es-



tablish MPPs. Referring to these official regulations emphasizes that the need for MPPs is not merely an opinion, but is based on a valid legal basis, thus reinforcing the urgency of establishing an MPP. Furthermore, the statement "The Kediri City Government is in the process of establishing an MPP" and data related to the Boyolali MPP demonstrate that this need is real and measurable, providing the audience with a concrete picture of the current situation and the steps being taken by the Kediri City Government. Thus, the needs stage of this speech successfully built the audience's understanding of the importance of the MPP and prepared them to accept the solutions presented in the next stage.

(II) Junior high school/Islamic junior high school students throughout the former Kediri Residency have demonstrated their achievements and enthusiasm... If this enthusiasm continues, we are optimistic that in the next 25 years, the Golden Indonesia we aspire to will be realized. (Speech 2, 2023).

At the need stage, the speech "Opening of the Scientific Week and RESPECT" emphasized the gap between the current condition of the younger generation and the desired goal, namely the creation of a Golden Indonesia in the next 25 years. Furthermore, the achievements and enthusiasm of junior high school/Islamic junior high school students throughout the former Kediri Residency served as concrete examples, demonstrating existing potential that needs to be further developed. By clearly structuring the problem, the existing challenges, and the desired goals, the speech built a sense of urgency and relevance for the audience. This need stage provided a foundation for the audience to understand the importance of the Scientific Week as a strategy to bridge the gap between the current situation and the long-term vision.

(III) Gen Z is often considered less appreciative of norms, spoiled, weak, and demanding. However, it is acknowledged that Gen Z has the advantage of being exposed to the digital world from a young age. (Speech 3, 2024)

At the need stage, the speech from the UDINUS Public Lecture highlighted the negative stigma often attached to the younger generation, such as being considered spoiled, weak, and lacking respect for norms. This statement emphasized the gap between society's perception of Gen Z and their actual potential, particularly their ability to navigate the digital world from an early age. By formulating this issue, the speech built a sense of urgency to change the audience's perspective on the younger generation while also preparing them to understand the strategies or steps that would be presented next to optimize this generation's potential.

(IV) Nyepi Day is a sacred moment for self-reflection, cleansing the heart, and uniting with God. ... This demonstrates the strength of the nuances of tolerance and harmony amidst the diversity of Kediri City... This year's Nyepi celebration also coincides with the month of Ramadan... both uphold the same values: restraining lust, controlling anger, and self-evaluation.

Based on this quote, the Mayor of Kediri emphasized that amidst the diversity of society, tolerance is a fundamental need. The Mayor of Kediri not only mentioned that Nyepi is a sacred ritual but also linked it to Ramadan, which was celebrated concurrently at the time. The mention of these two major religious holidays emphasized the need to find common ground. From Monroe's perspective, this is the need stage, inviting the audience to realize that maintaining harmony is not merely an ideal, but a real necessity for a society living in diversity.

(V) Today, in commemoration of the 32nd National Family Day, we are reminded once again that national development begins in the smallest spaces within our own homes... On the journey toward Golden Indonesia 2045, we face various challenges as well as opportunities. We must face challenges such as climate change, social inequality, and the technological revolution wisely. (Speech 5, 2025)

This quote clearly demonstrates the need stage. First, the speaker emphasized that the fam-



ily is the smallest unit that determines the direction of national development. This statement fosters awareness that each individual has fundamental responsibilities within their domestic sphere. Second, the mention of major challenges such as climate change, social inequality, and the technological revolution provides a concrete illustration of the pressing situation. By juxtaposing the role of the family and global challenges, the Mayor of Kediri emphasized the strategic need to strengthen family resilience to address the nation's challenges. Therefore, the need stage was implemented effectively by connecting micro (household) issues with macro (national and global) challenges, ensuring the audience understood the urgency of the necessary actions.

### Satisfaction

(I) Therefore, we would like to take this opportunity to learn from your experience regarding the preparations and equipment required to establish a Public Service Center (MPP). (Speech 1, 2023)

This quote demonstrates the satisfaction stage, namely providing concrete solutions to the needs outlined previously. After outlining the importance of integrated public services, the speaker proposed a step to meet these needs in the form of a pilot study in Boyolali Regency. This strategy emphasized that problems can be addressed by learning directly from regions that have successfully implemented MPPs. Thus, the audience was convinced that there are realistic, practical steps that not only recognize needs but also know how to meet them by adopting proven, effective experiences.

(II) Through Science Week and RESPECT, we provide a platform for young people in Kediri to be creative, innovative, and demonstrate their best potential... SMA 1 has consistently been one of the schools that encourages students to develop scientific research. (Speech 2, 2023)

The satisfaction stage in this speech is represented by the delivery of concrete solutions in the form of holding Science Week and RESPECT as a

space for students to channel their creativity, innovate, and develop their abilities. This solution is enriched by examples of good practices at the school level, such as SMA 1's consistency in building a tradition of scientific research as a form of institutional support for the development of the younger generation. The presence of applicable government programs and ongoing educational support demonstrates that the need for space for self-development, previously identified in the need stage, is being comprehensively addressed through steps that the audience can directly benefit from. Thus, the satisfaction stage in this speech is structured effectively because it provides solutions that are not merely conceptual but also manifested in concrete, implementable actions.

(III) Digital leaders are needed who understand and are adept at utilizing technology so that policies are aligned with the needs of society. (Speech 3, 2024)

This statement demonstrates the satisfaction stage by presenting a concrete solution: the emergence of digital leaders from the younger generation. Having previously demonstrated the need to face the challenges of the technological era, the speaker offered a solution in the form of a leader who not only understands technology but is also able to use it to create policies appropriate to societal conditions. Thus, the audience was convinced that the problem of the gap in technology utilization can be addressed by strengthening the capacity of the younger generation. This stage was effective because it offered a realistic solution while also providing clear direction for the role of students and youth.

(IV) Harmony and tolerance are not merely labels, but values that we must internalize and embody in our daily lives... I invite us all to continue to cultivate a sense of mutual respect, honor, and cooperation in building a more religious, prosperous, and peaceful Kediri City. (Speech 4, 2025)

This statement emphasized the stage of fulfilling needs by offering a solution in the form of concrete practices of tolerance and harmony in everyday life. The solutions offered were not abstract,

but rather calls for immediate implementation by every individual, such as appreciation, respect, and cooperation. Furthermore, the speaker positioned tolerance as the foundation for a shared goal: the creation of a peaceful and prosperous Kediri City. Thus, the stage of fulfilling needs is carried out well because it presents problem solving that is simple, clear, and can be carried out by all levels of society.

(V) In addressing these challenges and opportunities, there are three main pillars that we need to strengthen within the family: education and skills, health, and the economy... Our primary focus is preventing stunting and paying full attention to the first 1,000 days of life for a healthy and quality future generation. (Speech 5, 2025)

This statement demonstrates the stages of meeting needs by offering systematic and measurable solutions. The pillars of family, education, health, and the economy serve as the main framework for strengthening family resilience, so that the previously outlined needs can be comprehensively addressed. This statement continues with concrete examples of stunting prevention and attention to the first 1,000 days of life. These solutions provide the audience with a clear and implementable path to action. Thus, the stages of meeting needs in this speech successfully present realistic solutions, providing families with the basic pillars and practical steps to be able to meet future challenges.

### Visualization

(I) We hope that the results of this meeting will provide us with valuable resources for managing the Public Service Mall and increasing investment in Kediri City. (Speech 1, 2023)

The visualization stage is clearly evident in this statement. The speaker invites the audience to imagine the future of Kediri City with improved public services and an improved investment climate. This hope serves as a projection of the concrete results of a pilot study, allowing the audience to envision the benefits that would be achieved if these measures were implemented.

(II) One example is Tahoe Game Studio Kediri, which won "Best in Show" and "Best Audio" at the Baparekraf Gameprime Online 2021 event. (Speech 2, 2023)

The visualization stage in this speech is built through a strategy of citing Tahoe Game Studio's concrete successes, which serve as concrete evidence that this hope is not impossible. By presenting factual examples, the proposed vision of the future feels more realistic and achievable. Thus, the visualization stage in this speech is effective because it combines aspirational imagination with concrete examples, enabling the audience not only to fantasize but also to see a strong basis for believing in the possibility of Kediri's future as a creative city.

(III) Hopefully, the collaboration between the Kediri City Government and UDINUS can continue and benefit the wider community in the field of science. (Speech 3, 2024)

The visualization stage in the "UDINUS Public Lecture" speech embodied the hope for long-term collaboration between the government and universities. The audience was invited to imagine a future where such collaboration would yield tangible benefits for society, particularly in the field of science. This projection became even more concrete when linked to concrete examples, such as the provision of undergraduate scholarships for Kediri City Government employees, which illustrated that similar collaborations could continue to produce innovative and educated young leaders. Thus, the visualization stage was effective because it fostered a shared imagination of a better future through synergy between academia and local government.

(IV) May the City of Kediri and all its people always be blessed and protected by God Almighty... With the arrival of this Saka New Year, we are given the opportunity to begin a new chapter in life that is more meaningful, peaceful, and grateful. (Speech 4, 2025)

The visualization stage in this speech is realized through an invitation to imagine a future for the City of Kediri that is blessed, peaceful, and





harmonious. The prayers offered provide a picture of a community living in peace. Meanwhile, the metaphor of a "new page" presents a strong mental projection that the new year is the starting point for a journey towards a better life. Thus, the visualization stage is achieved because the audience is not only offered solutions but also given a concrete picture of the benefits they can experience in the future.

(V) The family is the smallest unit that reflects the success of development at the city level. To that end, we have a grand vision of realizing an Established City of Kediri... We have a grand vision of realizing an Established City of Kediri. Established means advanced, religious, productive, safe, and nostalgic. A progressive family has access to good education, a religious family fosters a generation with noble morals, a productive family is economically independent, a safe family is protected from various threats, and a family that is cherished is a harmonious family full of love. (Speech 5, 2025)

The visualization stage in the speech on National Family Day (HARGANAS) was built through the projection of "Kediri Mapan" (Majuan Kediri) as a picture of an ideal future. The audience was invited to imagine a healthy, empowered, and happy family and community, reflecting the success of city development. A detailed explanation of the five elements of the Kediri Mapan City vision (Majuan, Agamis, Produktif, Aman, Ngangenin) reinforced this projection by presenting a concrete picture of a harmonious and prosperous life. Thus, the visualization stage in this speech is effective because it provides a clear imagination of the benefits that will be felt if the solution is implemented, while also placing the family at the center of realizing the city's vision.

### Action

(I) With the knowledge we gained in Boyolali, we hope to implement it in the development of the MPP (Public Housing Development Program) in Kediri. (Speech 1, 2023)

This quote demonstrates that the speaker wanted to ensure that the study tour activities would not stop at a ceremonial event, but would instead produce a real impact. This invitation was directed at internal parties within the Kediri City Government, especially the officials and staff present, to share their commitment to continuing the MPP establishment process. Rhetorically, the use of the phrase "we hope" conveys humility while inviting participation, so the audience feels involved in a shared goal. In this way, the action phase is effective, as the message conveyed not only concludes the speech but also provides concrete actionable directions while building optimism for the program's success.

(II) I hope that both the winners and those who do not win can continue and develop their products... With the words "Bismillahirrahmanirrahim," I declare the Scientific Week and Final Research Paper Competition (RESPECT) officially open. (Speech 2, 2023).

The action phase of this speech is marked by a call to action that is not merely momentary, but emphasizes the importance of sustainability. This call is then reinforced through a closing that is both religious and formal, reinforcing the speaker's authority in inaugurating the event and creating an emotional connection with the audience. The combination of emphasizing the sustainability of the work, a spiritual touch appropriate to the audience's culture, and the formal legitimacy of the leadership demonstrates that the action phase was conveyed effectively. Thus, the closing section of this speech successfully combines concrete, persuasive, and emotionally and institutionally relevant encouragement.

(III) Let us support and utilize technology as a tool for learning and development. Be a good leader, starting with yourself... With the words "Bismillahirrahmanirrahim," I declare the Scientific Week and Final Research Paper Competition (RESPECT) officially open. (Speech 3, 2024)

Based on this quote, the action stage in the 'UDINUS Public Lecture' speech has two layers:

first, a collective invitation to continue learning and developing with technology. Second, a formal affirmation in the form of an official opening of the event. The two complement each other, so that the final message not only encourages the audience to take action but also cements the momentum of the event as a symbol of concrete steps in the development of the younger generation.

(IV) I express my gratitude and appreciation to all Hindus who maintain tolerance and harmony in the city of Kediri. ... I hope that in the future, PHDI and all Hindus will continue to participate in building an even better city of Kediri. (Speech 4, 2025)

This quote shows that the Mayor not only offered congratulations but also invited the audience to take a concrete role in the development process. In this way, action is not abstract, but is clearly directed at the involvement of religious communities in social life and city development.

(V) Therefore, I urge all of you: let us not only be witnesses, but also drivers of change in our respective communities. Be an agent of goodness, tirelessly educating and inspiring... Finally, I wish you a happy 32nd National Family Day in 2025. May Allah SWT, the Almighty, always protect us all and all Indonesian families. Amen. (Speech 5, 2025)

This quote demonstrates that the invitation conveyed is not merely a slogan, but rather a concrete encouragement for the public to take an active role. By choosing terms like "agent of goodness" and "inspire," the speaker emphasizes that individual actions can have a broad impact on families and cities. Furthermore, this closing prayer serves not only as a farewell greeting but also as a rhetorical reinforcement, conveying a warm and profound impression. Thus, the action phase of this speech successfully combines moral appeal, motivation, and prayer, leaving the audience both moved and spiritually strengthened to play an active role in their families and communities.

## 2. Representation of Character Imagery through the Mayor of Kediri's Speech Manuscripts

The data obtained in this study relate to the representation of Aristotelian rhetorical elements in five speech manuscripts of the Mayor of Kediri. All of the data are quotations from speeches demonstrating the use of ethos, pathos, and logos as persuasive strategies. To provide a general overview of the distribution of these findings, a brief table is presented below, containing Aristotle's rhetorical categories and the data citations that represent them. The table shows that all types of Aristotelian rhetoric are reflected in the Mayor of Kediri's speech, including strengthening character and credibility (ethos), arousing audience emotions (pathos), and presenting logical and factual arguments (logos). All sentences are systematically classified based on the type of rhetoric they represent. To provide a more comprehensive understanding of the representation of each rhetorical element, a detailed description of each data item in the table is presented in the following section.

Table 2  
Character Imagery through the Mayor of Kediri's Speech Manuscripts

Character Image	Data Description	Number
Ethos (Speaker's Credibility)	Emphasizes authority and trustworthiness through appreciation, work commitment, and affirmation of responsibility.	5
Pathos (Emotion)	Builds rapport with expressions of gratitude, rhymes, positive expectations, and warm language	5
Logos (Argument Logic)	Strengthens the message by presenting program data, policy benefits, and coherent arguments	5



### **Representation of the Image of a Figure through the Mayor of Kediri's Speech Manuscript Ethos (Speaker's Credibility)**

(I) We have come all the way from East Java to learn from your experience... (Speech 1, 2023) As a regional leader, he does not position himself as a superior figure, but rather as someone ready to learn. This image enhances credibility, as the audience will see the speaker as humble and willing to accept knowledge from other regions.

(II) Through Science Week and RESPECT, we provide a platform for Kediri's youth to be creative, innovative, and demonstrate their full potential. (Speech 2, 2023)

This statement builds ethos because it demonstrates a leader's real concern and support for the next generation. The Mayor's image as a leader who cares about education and the development of young people's potential is strengthened, as he is not only a symbolic presence but also encourages their self-development process. Thus, the ethos of this speech portrays a religious, visionary leader who cares about the future of the younger generation.

(III) Assalamu'alaikum Wr. Wb., Peace be upon us all... It is a pleasure to be in one forum with the outstanding students of UDINUS, from the classes of 2022 to 2024. (Speech 3, 2024)

This expression of gratitude demonstrates the speaker's ethos as someone close to religious values. Furthermore, the formal addressing of the audience in an academic forum also demonstrates polite communication etiquette. With this style, the Mayor of Kediri builds an image as a leader who is sensitive to the academic context and respectful of the university's academic community, thus enhancing his credibility with students and lecturers.

(IV) Assalamu'alaikum Wr. Wb., Peace be upon us all, Om Swastiastu, Shalom, Namu Buddhaya, Salam Kebajikan, Rahayu. (Speech 4, 2025)

This quote demonstrates the speaker's efforts to embrace all audiences regardless of religious background. Furthermore, his gratitude to God for

the ceremony also reinforced his religious image and respect for spiritual values. Thus, the ethos developed is that of a just, open, and respectful leader, which is crucial in the context of a religious event like the Tawur Agung Kasanga.

(V) Peace be upon us all. Honorable Deputy Mayor of Kediri, Regional Secretary, all assistants, and expert staff... Alhamdulillah, praise be to God Almighty, this morning we gather in our beloved city of Kediri, in the same spirit, celebrating the strength of the family. (Speech 5, 2025)

This quote demonstrates the speaker's ethos as a religious and formal figure, as well as a leader who emphasizes the values of togetherness. By placing family as the foundation of development, he builds an image as a leader close to the social and spiritual values of the community.

### **Pathos (Emotion)**

(I) At Nogosari Market, buy cotton candy. Through Kemusu, I penetrate Juwangi, Because of Kediri, I'm so far from Boyolali I'm learning about investment

The use of Javanese pantun in this section serves to create a more relaxed, warm, and friendly atmosphere. From a pathos perspective, this strategy strengthens the emotional closeness between the speaker and the audience, as it introduces a sense of humor and a sense of togetherness not found in a strictly formal opening format. The combination of formal greetings and regional pantun transforms the initially stiff atmosphere into a more intimate one, allowing the audience to feel appreciated and better prepared to receive the speech's main message.

(II) Junior High School/Islamic Junior High School Students from the Former Kediri Residency Have Demonstrated Their Achievements and Spirit... If This Spirit Continues to Be Nurtured, We Are Optimistic That in the Next 25 Years, the Golden Indonesia We Aspire to Will Be Achieved. (Speech 2, 2023)

This quote heightens emotions with the familiar and affectionate mention of "younger siblings," and the imagery of "Golden Indonesia" that evokes

shared hope. Thus, this speech successfully touched the audience's emotional side, both as students who felt appreciated and as parents or educators proud of the next generation.

(III) It's a pleasure to be in the same forum with the amazing Udinus students, from the classes of 2022 to 2024... For students entering the thesis phase, I hope every step of the way goes smoothly. From Semarang to Kediri

Bring spring rolls wrapped in teak leaves

No need to hesitate, be confident.

With Udinus, become a true leader. (pantun). (Speech 3, 2024)

The pathos element in this speech is built through three main, complementary strategies. First, appreciative expressions such as the mention of "awesome students" foster pride and emotional closeness between the speaker and the audience. The praise was not merely a form of respect, but rather a way to create a positive psychological atmosphere so that students felt valued as accomplished individuals. Second, the delivery of prayers and moral support for students facing crucial stages such as thesis writing further strengthened this emotional closeness. These remarks touched on the personal realm because they demonstrated the speaker's attention to the real challenges faced by the audience, so that the speech was not only formal but also felt empathetic. Third, the insertion of pantun served as a peak of pathos by presenting elements of humor and motivation delivered through a light and rhythmic style. The pantun not only lightened the atmosphere but also conveyed a message of courage and self-confidence, so that the audience felt closer to the speaker and the closing message ("be a true leader") was more firmly embedded. Thus, the pathos in this speech was formed through a combination of appreciation, personal attention, and cultural expression that evoked emotional resonance both individually and collectively.

(IV) Nyepi Day is a very sacred and important moment for Hindus, a time for self-reflection, cleansing the heart, and uniting with God in silence... This demonstrates the strength of the nu-

ances of tolerance and harmony amidst the diversity that exists in Kediri City... I invite all of us to continue to cultivate a sense of mutual respect, honor, and cooperation in building a more religious, prosperous, and peaceful Kediri City. (Speech 4, 2025)

The pathos in this speech is built through three main strategies. First, religious sacredness is emphasized through the interpretation of Nyepi as a moment of reflection and union with God, thus evoking spiritual resonance not only for Hindus but also for interfaith audiences. Second, the emphasis on tolerance in diversity fosters shared pride as citizens of a pluralistic city and strengthens emotional bonds based on shared identity. Third, the moral call to values of respect, honor, and cooperation broadens emotional reach because it is based on universal principles relevant to all of society. Through a combination of religious elements, tolerance, and moral values, the pathos in this speech effectively builds emotional connection with a diverse audience.

(V) Today, in commemoration of the 32nd National Family Day, we are reminded once again that national development begins in the smallest spaces of our own homes... Our primary focus is preventing stunting and paying full attention to the first 1,000 days of life (HPK) for a healthy and quality future generation... Ngangeni is a harmonious, loving family that is a comfortable place to return to. A family that 'ngangeni' will produce happy individuals who contribute positively to their surroundings. (Speech 5, 2025)

The pathos in this speech is built through three emotional dimensions. First, the emphasis on the family as a fundamental space for the formation of national character fosters emotional attachment, especially for parents and civil servants, who are positioned as key actors in basic education at home. Second, the issue of stunting and the affirmation of the "first 1,000 days of life" trigger a sense of responsibility and urgency, as it touches on parents' hopes for their children to grow up healthy and quality. Third, the use of local cultural terms such as "ngangeni" conveys a sense of warmth and





closeness, portraying family as a loving home. Through a combination of family values, intergenerational care, and cultural imagery, the pathos in this speech effectively strengthens emotional connection with the audience.

### Logos (Logic of Argument)

(I) As we know, Presidential Decree No. 89 of 2021 and Ministerial Regulation No. 92 of 2021 mandate regional governments to establish Public Service Malls (MPP)... The Boyolali MPP already has 171 services from 24 agencies. (Speech 1, 2023)

This quote demonstrates strong logos. By citing national regulations, the Mayor of Kediri emphasized that the establishment of the MPP has a clear legal basis, and is therefore not merely discourse or a haphazard policy. This argument suggests that regional government programs align with central regulations, so that the audience, particularly civil servants, will view this policy as a valid and accountable step.

(II) In accordance with today's theme, "The Role of the Young Generation in Supporting the Development of the Creative Economy." I am optimistic that you can play a role here and achieve success, because Kediri City has achieved success in the creative industry... One of these is Tahoe Game Studio Kediri, which won "Best in Show" or the best game and "Best Audio" at the Baparekraf Gameprime Online 2021 event. (Speech 2, 2023)

The logos in this speech are built through coherent argumentation. The first statement emphasizes the rationale for the urgent role of the younger generation in the creative economy, positioning their involvement as a factual necessity, not merely idealism. The next statement presents empirical evidence through the example of the success of "Tahoe Game Studio Kediri," which has achieved success at the national level. The combination of these two forms a strong argumentative structure, namely that the potential of youth is not merely assumed but has been concretely proven. Thus, the speech portrays the Mayor as a rational leader and

optimistic about the contribution of youth to regional development.

(III) The digital era is developing rapidly. Every aspect of daily life has begun to rely on digital technology, even creating a new ecosystem. Because it has reached the societal level, digital leaders are needed who understand and are adept at utilizing technology, so that decisions and policies are aligned with societal needs and do not appear technologically illiterate. (Speech 3, 2024).

The logos in this speech are constructed through the presentation of objective facts regarding digitalization in various aspects of life, which emphasize the urgency of leadership transformation. A cause-and-effect reasoning is then put forward: if digitalization becomes more widespread, digital competence will become a prerequisite for leaders to ensure policies remain relevant and effective. This argumentative flow forms a systematic, logical structure based on the reality of digitalization, the need for adaptive leaders, and its relevance for Gen Z students. Thus, the speech portrays the Mayor of Kediri as a rational and visionary figure who encourages the younger generation to develop their digital capacities.

(IV) This year's Nyepi celebration coincides with the month of Ramadan. Both religious practices uphold the same values: training oneself to restrain lust and anger, and as a means of self-evaluation... Harmony and tolerance are not merely labels, but are values ??that we must internalize and live in our daily lives. (Speech 4, 2025)

The logos in this speech are constructed through an analogy between two different forms of worship that have equivalent spiritual value. This comparison provides a rational basis for the importance of mutual respect. The next statement emphasizes that tolerance does not stop at discourse, but must be realized in daily actions, so that abstract values ??are linked to concrete practices. These two statements form a coherent logic that religious differences still have common ground, which rationally demands tolerant social behavior. Thus, the speech portrays the Mayor of Kediri as a systematic leader capable of building harmony amidst diversity.



(V) On the journey towards Golden Indonesia 2045, we face various challenges as well as opportunities. Challenges such as climate change, social inequality, and the technological revolution must be addressed wisely... However, on the other hand, we also possess significant capital in the form of a demographic bonus and technological advances that we must utilize optimally. (Speech 5, 2025)

The logos in this quote is constructed through an explanation of the macro context of Golden Indonesia 2045, followed by a factual description of global challenges such as climate change, social inequality, and the technological revolution. This systematic presentation provides a logical premise that wise steps are needed to address these issues. The next statement emphasizes that behind the challenges lie objective opportunities in the form of a demographic bonus and technological advances. The combination of problem identification and opportunity presentation demonstrates balanced and rational reasoning. Thus, the speech forms a coherent, logical structure, from mapping challenges and identifying opportunities to calling for intelligent management, showcasing the Mayor of Kediri as a leader with strategic vision and strong analytical skills.

## DISCUSSION

An analysis of five speeches by the Mayor of Kediri shows that all texts have a consistent and systematic rhetorical structure. The rhetorical structure analyzed using Monroe's Motivated Sequence model shows a consistent pattern across all texts, encompassing five main stages: attention, need, satisfaction, visualization, and action. The attention stage is represented through formal greetings, respect for officials present, and expressions of gratitude that serve to build communication focus. The need stage is seen in the presentation of current issues related to family, education, health, and the regional development agenda. In the satisfaction stage, the Mayor of Kediri outlines solutions through government work programs relevant to the identified problems. The visualization stage

is characterized by the depiction of ideal conditions expected through program sustainability, while the action stage is reflected in a collaborative call to the community to support the development agenda. In addition to the rhetorical structure, this study also found that all speeches contain representations of character imagery through three aspects of classical Aristotelian rhetoric: ethos, pathos, and logos. The ethos aspect is evident through the construction of the mayor's image as a credible, religious, and service-oriented leader. The pathos aspect was identified through a warm, persuasive style of language that served to evoke emotional engagement in the audience. Meanwhile, the logos aspect was manifested through the presentation of concrete data, logical arguments, and rational connections between problems and regional policy solutions.

These findings confirm that the effectiveness of the rhetoric in the Mayor of Kediri's speech depends not only on the speaker's credibility but also on the systematic, logical, and aligned message development that aligns with the audience's needs. The combination of a rhetorical structure based on Monroe's Motivated Sequence and the persuasive power of ethos, pathos, and logos resulted in a coherent, strategic, and effective public communication pattern that strengthened the leadership image and mobilized public support. Compared with previous research, this study's results demonstrate a more comprehensive and contextual rhetorical pattern. Research by Sari & Supriyadi (2021), Savira & Sitinjak (2024), and Zulkarnaini et al. (2024) focused more on Aristotle's theory in analyzing the speeches of national political figures. This research is unique because it combines Monroe's and Aristotle's theories, thus hopefully explaining the structure of message delivery and the strategy for shaping a figure's image in an integrated manner. Therefore, this research confirms that the success of political rhetoric is not only determined by the credibility and emotion of the speaker, but also by logical and systematic planning in composing the message. Theoretically, this research contributes to the development of rhetori-



cal studies, particularly in the context of local political communication. The combination of two theories from different eras demonstrates that rhetoric is dynamic and adaptive to the modern social context, while also opening up space for a dual approach in political communication research. Practically, the results of this research demonstrate the feasibility of its application in local government environments, particularly for the Protocol and Leadership Communications Section (Prokompim).

These findings can be used as guidelines for drafting speeches that are not only informative but also communicative, persuasive, and inspire public participation. Overall, this research contributes to strengthening the function of speeches as a strategic communication tool between regional leaders and the public. These findings are expected to enrich the body of rhetorical scholarship by confirming that a combination of classical and modern theories can explain forms of political rhetoric that are locally characterized and oriented toward emotional connection with the audience.

## CONCLUSION

Based on the analysis of five speeches by the Mayor of Kediri, it can be concluded that the message delivery structure in these speeches systematically applies Monroe's Motivated Sequence. The stages of attention, need, satisfaction, visualization, and action appear consistent in most of the speeches, starting with an opening that captures the audience's attention, describing problems relevant to the community's condition, presenting solutions through government work programs, describing the desired ideal conditions, and finally, a concrete call to action. This pattern indicates that the Mayor of Kediri's speeches are not simply a form of formal communication but also a planned rhetorical tool to build public awareness and participation in regional policies.

In terms of character image, the research results indicate that the Mayor of Kediri's image was constructed through the application of Aristotle's classical rhetorical elements, namely ethos, pathos,

and logos. Ethos is evident in the Mayor's image as a religious, credible, and authoritative leader; pathos is seen in the use of language that evokes emotion, empathy, and a sense of togetherness; while logos emerges through the presentation of data and rational arguments related to the achievements of development programs. The combination of these two theories suggests that the success of the Mayor of Kediri's rhetoric lies not only in the power of logic, but also in the speaker's emotional management and personal character, which strengthen the speech's persuasive power.

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