



## **CONTRASTIVE ANALYSIS STUDY OF NOMINALIZATION IN 2024 INDONESIAN PRESIDENTIAL CANDIDATES' SPEECHES**

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### **Abstract**

This study aims to find the types and differences in nominalizations used in the speeches of the 2024 Indonesian presidential candidates: Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo. Using data from a YouTube video hosted by CSIS Indonesia titled "Pidato Calon Presiden Republik Indonesia: Arah dan Strategi Politik Luar Negeri," which aired from November 7th to November 13th, 2023, the analysis reveals key linguistic strategies. Anies Baswedan employs 90 nominalizations with a balanced distribution between deverbal (41%) and deadjectival (59%) types. In contrast, Ganjar Pranowo uses 89 nominalizations, favouring deverbal types (42%) over deadjectival (58%). Anies Baswedan and Ganjar Pranowo analyze the frequency and percentage of different affixation types in their respective languages. Anies Baswedan has the most frequent affixation, "Ke-an," with 57% of the total. In contrast, English nominalization categorizes affixation to determine types, such as deverbal and deadjectival, using suffix affixation processes. Indonesian nominalization, however, lacks such categorization, relying solely on the base word formed. These findings provide insights into the distinct linguistic styles and rhetorical preferences of the candidates.

**Keywords: Nominalization, Presidential Candidates, Speech**

### **A. INTRODUCTION**

Many aspects are important in language, especially in writing, where various aspects such as grammar, syntax, vocabulary, and style must be carefully considered to ensure clarity. Some grammar tools are used to make the sentences, such as parts of speech. Part of speech is a term used in traditional grammar for word classifications based on their functions (Nordquist, 2020). There are pronouns, nouns, adjectives, conjunctions, and others—some parts of speech

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sometimes change, such as adjectives becoming nouns, commonly referred to as nominalization.

Nominalization, as characterized by Halliday (2000), is the process by which elements or groups of elements are transformed to function as nominal groups within a clause. This linguistic phenomenon primarily involves converting verbs and adjectives into nouns. Similarly, Eggins, as cited in Nuari and Ardi (2013), described nominalization as converting entities that are not inherently nouns into noun forms. According to Ezeifeke (2015), "nominalization" occurs when a verb or adjective is turned into a noun.

Numerous studies have analyzed nominalization in writing and speech, focusing on various types and contexts such as academic writing, thesis abstracts, scientific texts, non-fiction, and discourse. Jalilah (2023) from Politeknik Bandung, Indonesia, identified types of nominalization and suffixes in "The Psychology of Money" book, finding verb-to-noun nominalization to be the most dominant. Zhafira (2023) studied nominalization in scientific texts, while Lei & Yi (2019) investigated lexical and grammatical resource nominalization at a major linguistics school. Pineh (2022) examined nominalization in EFL students' argumentative writing. Martika et.al (2022) focused on nominalization in midwifery students' thesis proposals. Yuan (2022) explored nominalization in segmented abstracts, and Mahfururido et.al (2021) studied its use in graduate thesis abstracts. Luporini (2021) analyzed nominalization in headlines and subheadings of China Daily and The Wall Street Journal. Muslimah et.al (2019) researched nominalization in proceeding abstracts.

Additionally, Arbi (2023) explored nominalization and adjectivization in Joko Widodo's speech, while Ilahi et.al (2023) from Jambi examined nominalization in the documentary film "The Bird Dancer." Pasaribu, Setia, and Putri (2023) investigated nominalization in Priyanka Chopra's speech, and Dewi (2023) analyzed it in Mubani Mazari's speech.

Last, Oktavianti et.al (2019) also conducted a contrastive analysis of nominalization in English, Indonesian, and Javanese, finding common use of affixation, particles, and conversion. Sulaiman & and Syahri (2022) compared English and Indonesian nominalization, identifying learning difficulties and recommending TEFL. Finally, Ekadianti (2023) compared nominalization in abstract writing between international and national journal articles, noting a higher use in international journals. These studies collectively highlight nominalization's diverse applications and structures across different languages, text types, and contexts.

The examples of research on nominalization above, the previous studies have focused nominalization on scientific text, abstract thesis, proceeding, headlines journal, film, self-improvement books, and contrastive analysis of nominalization in the text. The previous researchers focused too much on research from academic writing. Meanwhile, research nominalization in contrastive analysis of nominalization in political speech, such as in presidential candidate areas, is rare. In addition, in the Analysis of nominalization in political speech, it is important to add variety, objectivity, and an impersonal tone to speech.

In addition, in previous studies, no one has researched the nominalization of presidential candidates, especially in Indonesia and no one discussed contrastive analysis in Indonesian speech. Therefore, in this study, the researcher will research nominalization in the 2024 presidential candidate's speeches. This study will analyze the type of nominalization in English by Adams's (2014) theory and the differences in Nominalization in Indonesia by Kridalaksana's (2007) theory.

## B. RESEARCH METHOD

This study used qualitative research, exploring the "what" of a social phenomenon. It focuses on describing the phenomenon and its features, as Gall et al. (2007) emphasized. This methodology involved analyzing textual data, interpreting it, and drawing conclusions. This study investigated the total occurrence of nominalization in the texts. Nominalizations were then identified based on their types and the differences in nominalization in English and Indonesian. The results described and summarized the total occurrences of nominalization and the use of nominalization in the text.

The data used in this study were from a particular YouTube video hosted by CSIS Indonesia, titled "Pidato Calon Presiden Republik Indonesia: Arah dan Strategi Politik Luar Negeri," during the period spanning from November 7th to November 13th, 2023. This research analyses the speeches delivered by the 2024 presidential candidates of Indonesia, namely Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo.

## C. RESULT AND DISCUSSION

### 1. Result and Finding

#### 1) Types of Nominalization

Adams (2014) stated that there are two kinds of nominalization. The first is deverbal (Verb to noun) nominalization, and the second is deadjectival (Adjective to noun) nominalization. The deverbal nominalization in English consists of 10 suffixes to identify the nominalization, such as *-ing*, *-er*, *-ar*, *-or*, *-ee*, *-ard* and *-ent*, *-ion*, *-ation*, *-al*, *-ance*, *-ment*, *-age*, *-th*. Furthermore, the adjectival nominalization only consists of three suffixes: *-ness*, *-ity*, *-ency/-ancy/-ence/-ance*.

The nominalization process is the process of forming words derived from morphemes or other word classes, which can occur through affixation (Kridalaksana, 2007). Nominalization in Indonesia consists of two different types in the process of affixation. The first one is deverbal nominalization and the second one is deadjectival nominalization. The affixation to form of the nominalization word in Indonesia such as prefix *ke-*, prefix *pe-*, prefix *per-*, suffix *-an*, confix *ke-an*, confix *per-an*, and confix *pe-an*.

#### a. Deverbal Nominalization

##### 1) Datum 1 (Prabowo Subianto)

*"I have been asked to talk about the **direction**"*

The provided sentence, "I have been asked to talk about the direction," contains the nominalized word "**direction**." This word is an example of deverbal

nominalization, where the verb "**direct**" is converted into the noun "**direction**" by adding the suffix "**-ion**." This affixation process is categorized as a suffix, specifically the "**-ion**" suffix, indicating the transformation of the verb into a noun.

2) Datum 1 (Anies Baswedan Speech)

*"Saya merasa sangat terhormat ketika mendapatkan undangan"*

*"I feel very honored to receive the invitation."*

The sentence "Saya merasa sangat terhormat ketika mendapatkan undangan" ("I feel very honored to receive the invitation") contains the word "**undangan**," which is an example of deverbal nominalization. This process involves transforming the verb "**undang**" ("invite") into the noun "undangan" ("invitation") by adding the suffix "**-an**." The affixation category here is a suffix, specifically the "**-an**" suffix. This demonstrates how the verb "undang" is nominalized to form "Undangan," converting an action into a noun that denotes the act or result of inviting.

3) Datum 7 (Ganjar Pranowo)

*"Masing-masing mengambil sikap dan keputusan sendiri"*

*"Each takes their own attitude and decision"*

The sentence "Masing-masing mengambil sikap dan keputusan sendiri" ("Each takes their stance and decision") contains the word "**Keputusan**," which exemplifies deverbal nominalization using a confix. In this case, the confix "**Ke- + -an**" is added to the verb "**Putus**" ("to decide"), transforming it into the noun "**Keputusan**" ("decision"). This process involves combining the prefix "ke-" and the suffix "-an" to denote the act or result of making a decision, reflecting the individual choices and decisions mentioned in the sentence.

## **b. Deadjectival Nominalization**

1) Datum 6 (Prabowo Subianto)

*"It is the wish of the majority"*

The sentence "It is the wish of the majority" includes the word "majority," which is an example of deadjectival nominalization. This process converts the adjective "**major**" into the noun "**majority**" by adding the suffix "**-ity**." The affixation category is a suffix, specifically the "**-ity**" suffix. This demonstrates how the adjective "major" is transformed into the noun "majority," signifying a state or condition derived from the adjective.

2) Datum 23 (Anies Baswedan)

*"Kita harus menjaga agar Indonesia menjadi satu kemakmuran"*

*"We must maintain Indonesia's prosperity"*

The sentence "Kita harus menjaga agar Indonesia menjadi satu kemakmuran" ("We must ensure that Indonesia achieves a state of prosperity") features the word "**Kemakmuran**," which is an example of deadjectival nominalization using a confix. In this instance, the confix "**ke- + -an**" is added to the adjective "**makmur**" ("prosperous"), transforming it into the noun "**Kemakmuran**" ("prosperity"). This process involves both a prefix ("ke-") and a suffix ("-an"), indicating the state or



condition of prosperity or wealth. This reflects the goal of ensuring Indonesia's unity in achieving a state of prosperity.

3) Datum 7 (Ganjar Pranowo)

*"Masing-masing mengambil sikap dan keputusan sendiri"*

*"Each takes their own attitude and decision"*

The sentence "Masing-masing mengambil sikap dan keputusan sendiri" ("Each takes their stance and decision") contains the word "keputusan," which exemplifies deverbal nominalization using a confix. In this case, the confix "ke- + -an" is added to the verb "putus" ("to decide"), transforming it into the noun "keputusan" ("decision"). This process involves combining the prefix "ke-" and the suffix "-an" to denote the act or result of making a decision, reflecting the individual choices and decisions mentioned in the sentence.

**2) Differences in Nominalization used in Indonesian Presidential Candidates' speeches**

In this study, researchers conducted a contrastive analysis focusing on nominalization between Anies Baswedan and Ganjar Pranowo. Nominalization, the process of converting verbs or adjectives into nouns, is the primary linguistic feature under examination. By analyzing the speech of these two individuals, the researchers aim to identify and compare how often nominalization occurs and how much affixation is involved in each prefix, confix, and suffix. The data found can be seen below:

*Table 1. The comparison of nominalization occurrences between Anies Baswedan and Ganjar Pranowo.*

| No.           | Anies Baswedan                 |                                    | Total | Ganjar Pranowo                 |                                    | Total |
|---------------|--------------------------------|------------------------------------|-------|--------------------------------|------------------------------------|-------|
|               | <i>Deverbal Nominalization</i> | <i>Deadjectival Nominalization</i> |       | <i>Deverbal Nominalization</i> | <i>Deadjectival Nominalization</i> |       |
| 1             | 37                             | 53                                 | 90    | 37                             | 52                                 | 89    |
| <b>Total:</b> | 41%                            | 59%                                | 100%  | 42%                            | 58%                                | 100%  |

In the table above, the data presented are the result of normalizing the data by multiplying the word count of Ganjar Pranowo, which is 2,900 words, by 1.63 to obtain 4,726 words from Anies Baswedan. This normalization was performed to ensure an equal word count for both presidential candidates, allowing for an accurate comparison. As shown in the table, the comparison of nominalization types between the two candidates is very close, with only a 0.5% difference in the data.

The data compares Anies Baswedan and Ganjar Pranowo's use of deverbal and deadjectival nominalizations. Baswedan uses 53 instances of deadjectival nominalization (59%), while Pranowo uses 52 instances (58%). Both individuals use both types, with a big preference for deadjectival nominalizations. To observe a more pronounced difference between the two presidential candidates, a contrastive study on the aspect of affixation processes for each candidate was conducted. The data table can be seen below:

Table 2. Compares affixation process occurrences between Anies Baswedan and Ganjar Pranowo

| No.           | Types of Affixation    | Frequency | Percentage  | No.           | Types of Affixation    | Frequency | Percentage  |
|---------------|------------------------|-----------|-------------|---------------|------------------------|-----------|-------------|
| 1             | Prefix <i>Ke-</i>      | 0         | 0%          | 1             | Prefix <i>Ke-</i>      | 0         | 0%          |
| 2             | Prefix <i>Pe-</i>      | 3         | 3%          | 2             | Prefix <i>Pe-</i>      | 1         | 1%          |
| 3             | Prefix <i>Per-</i>     | 0         | 0%          | 3             | Prefix <i>Per-</i>     | 0         | 0%          |
| 4             | Confix <i>Per - an</i> | 19        | 21%         | 4             | Confix <i>Per - an</i> | 18        | 20%         |
| 5             | Confix <i>Pe - an</i>  | 0         | 0%          | 5             | Confix <i>Pe - an</i>  | 5         | 6%          |
| 6             | Confix <i>Ke - an</i>  | 51        | 57%         | 6             | Confix <i>Ke - an</i>  | 55        | 62%         |
| 7             | Suffix <i>-an</i>      | 17        | 19%         | 7             | Suffix <i>-an</i>      | 10        | 11%         |
| <b>Total:</b> |                        | <b>90</b> | <b>100%</b> | <b>Total:</b> |                        | <b>89</b> | <b>100%</b> |

The table shows the frequency and percentage of different affixation types for each candidate. Anies Baswedan has the most frequent affixation, "Ke-an," accounting for 57% of the total. Ganjar Pranowo follows with "Per-an," 20%, and "-an," 11%. The prefix "Pe-" is used once, while "Ke-" and "Per-" are not used. Both candidates have a high frequency of "Ke-an," with Ganjar Pranowo having a slightly higher percentage.

#### a. Confix "Ke-an"

| Anies Baswedan |               |           |           | Ganjar Pranowo |                |            |           |
|----------------|---------------|-----------|-----------|----------------|----------------|------------|-----------|
| No.            | Words         | Root Type | Frequency | No.            | Words          | Root types | Frequency |
| 1              | Kesempatan    | Verb      | 2         | 1              | Kepentingan    | Adj        | 13        |
| 2              | Kesadaran     | Adj       | 2         | 2              | Kemunduran     | Adj        | 3         |
| 3              | Kehadiran     | Verb      | 1         | 3              | Keputusan      | Verb       | 2         |
| 4              | Kemakmuran    | Adj       | 3         | 4              | Kemerosotan    | Verb       | 2         |
| 5              | Ketimpangan   | Adj       | 2         | 5              | Kebutuhan      | Verb       | 8         |
| 6              | Kesejahteraan | Adj       | 1         | 6              | Kekuatan       | Adj        | 2         |
| 7              | Ketegangan    | Adj       | 3         | 7              | Ketegangan     | Adj        | 2         |
| 8              | kecenderungan | Adj       | 1         | 8              | Kebijakan      | Adj        | 5         |
| 9              | Keuntungan    | Adj       | 2         | 9              | Kesempatan     | Verb       | 3         |
| 10             | Kepentingan   | Adj       | 4         | 10             | Kemampuan      | Adj        | 2         |
| 11             | Kesulitan     | Adj       | 1         | 11             | Kemandirian    | Adj        | 5         |
| 12             | Keseriusan    | Adj       | 1         | 12             | Ketergantungan | Adj        | 2         |
| 13             | Kekuatan      | Adj       | 3         | 13             | Ketakutan      | Adj        | 2         |
| 14             | Kebijakan     | Adj       | 13        | 14             | Kesepakatan    | Verb       | 2         |

|               |             |      |    |    |            |     |    |
|---------------|-------------|------|----|----|------------|-----|----|
| 15            | Kebebasan   | Adj  | 1  | 15 | Keseriusan | Adj | 2  |
| 16            | Kematangan  | Adj  | 1  | 16 | Kekerasan  | Adj | 2  |
| 17            | Kekayaan    | Adj  | 1  | 17 | Ketertiban | Adj | 2  |
| 18            | Kehilangan  | Adj  | 1  |    |            |     | 55 |
| 19            | Kesakralan  | Adj  | 1  |    |            |     |    |
| 20            | Keadilan    | Adj  | 2  |    |            |     |    |
| 21            | Kepercayaan | Verb | 1  |    |            |     |    |
| 22            | Kemajuan    | Verb | 1  |    |            |     |    |
| 23            | Keunggulan  | Adj  | 1  |    |            |     |    |
| 24            | Kesepakatan | Adj  | 2  |    |            |     |    |
| <b>Total:</b> |             |      | 51 |    |            |     |    |

Table 3. The Comparison of the use of confix "Ke-an"

The table compares the usage of the confix "Ke-an" in words used by Anies Baswedan and Ganjar Pranowo. Anies Baswedan uses 24 words with the confix, with the most frequently used word being "Kebijakan." He also uses words like "Kepentingan" and "Kebutuhan" frequently. Ganjar Pranowo uses 17 words with the confix, with the most frequently used word being "Kepentingan." Both politicians use adjective-rooted words, with Anies using more adjectives and Ganjar using fewer verb-rooted words.

b. Confix "Per-an"

Table 4. Comparison of used confix "Per-an"

| Anies Baswedan |              |           |           | Ganjar Pranowo |              |           |           |
|----------------|--------------|-----------|-----------|----------------|--------------|-----------|-----------|
| No.            | Words        | Root Type | Frequency | No.            | Words        | Root Type | Frequency |
| 1              | Pertahanan   | Adj       | 7         | 1              | Perjuangan   | Verb      | 2         |
| 2              | Peringatan   | Verb      | 2         | 2              | Pergaulan    | Verb      | 3         |
| 3              | Pertukaran   | Verb      | 2         | 3              | Perkembangan | Verb      | 2         |
| 4              | Perlambatan  | Adj       | 1         | 4              | Perubahan    | Verb      | 3         |
| 5              | Perubahan    | Verb      | 3         | 5              | Pertumbuhan  | Verb      | 2         |
| 6              | Pertemuan    | Verb      | 1         | 6              | Pertahanan   | Adj       | 3         |
| 7              | Pergeseran   | Verb      | 1         | 7              | Perlindungan | Verb      | 2         |
| 8              | Perlindungan | Verb      | 2         | <b>Total:</b>  |              |           | <b>16</b> |
| <b>Total:</b>  |              |           | <b>19</b> |                |              |           |           |

The table compares the usage of the confix "Per-an" in words by Anies Baswedan and Ganjar Pranowo, categorized by root types and frequency. Anies Baswedan uses eight words with the confix, with the most frequent being "Pertahanan." Ganjar Pranowo uses seven words with the confix, with the most

frequently used words being "Perubahan" and "Perlindungan." Both use verb-rooted words, with Anies Baswedan's most frequent words being "Pertahanan" and Ganjar's most frequent words being "Perubahan" and "Perlindungan."

a. Suffix “-an”

Table 5. The comparison of used suffix -an

| Anies Baswedan |           |           |           | Ganjar Pranowo |          |           |           |
|----------------|-----------|-----------|-----------|----------------|----------|-----------|-----------|
| No.            | Words     | Root Type | Frequency | No.            | Words    | Root Type | Frequency |
| 1              | Undangan  | Verb      | 2         | 1              | Pilihan  | Verb      | 5         |
| 2              | Tantangan | Verb      | 9         | 2              | Paparan  | Adj       | 3         |
| 3              | Tuntutan  | Verb      | 1         | 3              | Hubungan | Verb      | 2         |
| 4              | Pegangan  | Verb      | 3         | <b>Total:</b>  |          |           | 10        |
| 5              | Turunan   | Verb      | 1         |                |          |           |           |
| 6              | Ancaman   | Verb      | 1         |                |          |           |           |
| <b>Total:</b>  |           |           | 17        |                |          |           |           |

The table compares the usage of the suffix "-an" in words by Anies Baswedan and Ganjar Pranowo, categorized by root types and frequency. Anies Baswedan uses six words with the suffix, with the most frequently used being "Tantangan." Ganjar Pranowo uses three words with the suffix, with the most frequently used being "Pilihan." Both Baswedan and Pranowo predominantly use verb-rooted words, with Anies using exclusively verb-rooted words and Ganjar using two verb-rooted words.

b. Prefix “Pe-“

Table 6. The comparison of the used Prefix “Pe-”

| Anies Baswedan |          |           |           | Ganjar Pranowo |         |           |           |
|----------------|----------|-----------|-----------|----------------|---------|-----------|-----------|
| No.            | Words    | Root Type | Frequency | No.            | Words   | Root Type | Frequency |
| 1              | Penonton | Verb      | 3         | 1              | Peluang | Adj       | 2         |
| <b>Total:</b>  |          |           | 3         | <b>Total:</b>  |         |           | 2         |

The table compares the usage of the prefix "Pe-" in words by Anies Baswedan and Ganjar Pranowo, categorized by root types and frequency. Baswedan uses verb-rooted words like "Penonton" three times, while Pranowo uses adjective-rooted words like "Peluang" twice. Both politicians use only one word with the prefix.



e. Confix “Pe-an”

Table 7. The comparison of the used Confix “Pe-an”

| Anis Baswedan |       |           |           | Ganjar Pranowo |             |           |           |
|---------------|-------|-----------|-----------|----------------|-------------|-----------|-----------|
| No.           | Words | Root Type | Frequency | No.            | Words       | Root Type | Frequency |
|               |       |           |           | 1              | Penyetaraan | Verb      | 2         |
| Total: 0      |       |           |           | 2              | Penguatan   | Adj       | 3         |
|               |       |           |           | Total:         |             |           |           |

The table compares the usage of the confix "Pe-an" in words by Anies Baswedan and Ganjar Pranowo, categorized by root types and frequency. Baswedan used no words with the confix, while Pranowo used two words with it, resulting in a total frequency of five, with "Penguatan" being the most frequently used word.

## 2. Discussion

The study of nominalization has primarily focused on academic contexts, with research delving into scientific texts, thesis abstracts, and other scholarly writings, leaving a significant gap in the exploration of nominalization within political discourse, particularly in presidential speeches. This research is urgent and necessary as it addresses this gap by analyzing the use of nominalization in the 2024 Indonesian presidential candidates' speeches—Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo—each of whom embodies a distinct rhetorical style. By applying Adams's (2014) theory to English and Kridalaksana's (2007) theory to Indonesian, this study will provide a contrastive analysis of nominalization, emphasizing its role as a rhetorical tool in shaping political narratives and influencing public perception. This research not only contributes to the field of political linguistics but also enhances our understanding of the dynamics of political communication in Indonesia, filling a critical gap in the literature.

Furthermore, compared to nominalization in Indonesia and nominalization in English are significantly different. Adams (2014) identifies two types of nominalization in English: deverbal nominalization, where verbs are transformed into nouns, and deadjectival nominalization, where adjectives become nouns. Deverbal nominalization in English involves a variety of suffixes, including *-ing*, *-er*, *-ar*, *-or*, *-ee*, *-ard*, *-ent*, *-ion*, *-ation*, *-al*, *-ance*, *-ment*, *-age*, and *-th*. Deadjectival nominalization, on the other hand, primarily uses the suffixes *-ness*, *-ity*, and *-ency/-ancy/-ence/-ance*. In contrast, Kridalaksana (2007) explains that nominalization in Indonesian also encompasses both deverbal and deadjectival processes, but the affixation involved is notably different. Indonesian nominalization employs prefixes like *ke-*, *pe-*, and *per-*, as well as suffixes like *-an*, and confixes such as *ke-an*, *per-an*, and *pe-an*. This contrast highlights the distinct morphological strategies used in English and Indonesian to achieve nominalization, reflecting the unique linguistic structures of each language.

The data found by the researcher distinct differences in their rhetorical strategies of nominalization in presidential candidates' speeches. Prabowo Subianto exhibits a strong preference for deverbal nominalization, with 69% of his nominalizations deriving from verbs, indicating a focus on actions and processes in

his speech. Jalilah (2023) stated that the fact that most base forms of words in English originate from verbs. In contrast, both Anies Baswedan and Ganjar Pranowo favor deadjectival nominalization, with 58.9% and 58.2% respectively, suggesting a greater emphasis on qualities, states, or conditions in their rhetoric. These differences reflect each candidate's unique approach to shaping their political messages and influencing their audience.

The data compares Anies Baswedan and Ganjar Pranowo's use of deverbal and deadjectival nominalizations. Baswedan uses 53 instances of deadjectival nominalization (59%), while Pranowo uses 52 instances (58%). Both individuals use both types, with a big preference for deadjectival nominalizations. This tendency is reflected in the candidates' efforts to emphasize the qualities and conditions of their policies rather than the actions or subjects involved (Adam, 2014).

The key differences in the frequency and types of affixation used by Anies Baswedan and Ganjar Pranowo in their speeches. Anies Baswedan predominantly uses the confix "*Ke-an*," which accounts for 57% of his total affixations, with "*Kebijakan*" being his most frequently used word. He also frequently uses "*Kepentingan*" and "*Kebutuhan*," indicating a focus on policy-related language. Ganjar Pranowo, on the other hand, shows a more varied use of affixation types, with "*Per-an*" making up 20% and "*-an*" 11% of his affixations. Although both candidates frequently use the confix "*Ke-an*". As supported by Melinda *et.al* (2024) stated that the use of "*Ke-an*" confixes suggests a discourse focused on maintaining policy stability and continuity, whereas Ganjar Pranowo's diverse rhetorical strategies might indicate a more flexible and adaptive approach to political communication.

The analysis of nominalization usage between Anies Baswedan and Ganjar Pranowo reveals both shared strategies and distinct rhetorical styles. Both politicians utilize the "*Per-an*" confix, commonly used to form nouns that denote either the result of an action or the act of performing the action (Kridalaksana, 2007). Anies frequently uses words like "*Pertahanan*" (defense), reflecting a focus on themes of protection, while Ganjar prefers words such as "*Perubahan*" (change) and "*Perlindungan*" (protection), highlighting different thematic areas. However, a key difference lies in their choice of root words; Anies primarily uses adjective-rooted words, suggesting an emphasis on qualities, whereas Ganjar uses fewer verb-rooted words, indicating a focus on actions and processes. This divergence in word choice and frequency underscores the distinct rhetorical strategies each politician employs in their speeches.

Both candidates predominantly use verb-rooted words in these contexts, with Anies employing the suffix "*-an*" in six words, most frequently in "*Tantangan*," and Ganjar using it in three words, most commonly in "*Pilihan*." However, their usage of this suffix differs, as Anies exclusively uses verb-rooted words, whereas Ganjar includes a mix of verb-rooted and adjective-rooted words. Additionally, both candidates minimally use the prefix "*Pe-*," with Anies using it in verb-rooted words like "*Penonton*" and Ganjar in adjective-rooted words like "*Peluang*," each using it only once. These findings suggest that while both candidates exhibit similar

tendencies in their linguistic choices, their specific word roots and affixation frequencies reveal distinct rhetorical styles.

In conclusion, the study revealed that the 2024 Indonesian presidential candidates utilized both deverbal and deadjectival nominalizations, with Prabowo Subianto focusing on actions and processes, while Anies Baswedan and Ganjar Pranowo emphasized qualities and states. Anies predominantly used the "Ke-an" confix, suggesting a focus on policy stability, whereas Ganjar's varied affixation usage indicates a more adaptable rhetorical style. These differences highlight each candidate's unique approach to shaping their political messages. Overall, the study underscores how nominalization serves as a crucial rhetorical tool in influencing public perception during political discourse.

## **D. CONCLUSION AND SUGGESTIONS**

### **1. Conclusion**

In conclusion, the contrastive analysis of nominalization occurrences between Anies Baswedan and Ganjar Pranowo reveals notable differences in their linguistic strategies. Several key differences emerge based on the analysis of nominalization in the speeches of the 2024 Indonesian presidential candidates Anies Baswedan and Ganjar Pranowo. Anies Baswedan uses a higher overall number of nominalizations than Ganjar Pranowo, with a notable preference for deadjectival nominalizations, consistent with Beuseroy's (2009) research on their use to denote qualities and states. This tendency is reflected in the candidates' efforts to emphasize the qualities and conditions of their policies rather than the actions or subjects involved (Adam, 2014). Affixation processes also vary significantly between the two candidates. Anies Baswedan predominantly uses the confix "Ke-an" and the suffix "-an." In contrast, Ganjar Pranowo uses a wider variety of affixations, including the confix "Pe-an," which Anies does not employ. These differences highlight each candidate's unique linguistic strategies to convey their messages.

Additionally, the study draws a comparison between Indonesian and English nominalization processes. Indonesian nominalization employs a range of affixes, including prefixes, confixes, and suffixes, without strict categorization, whereas English nominalization is categorized into deverbal and deadjectival types with specific suffixes.

In conclusion, the analysis reveals distinct patterns in using nominalizations by Anies Baswedan and Ganjar Pranowo, with Anies showing a higher frequency and specific affixation preferences. These findings contribute to a deeper understanding of linguistic strategies in political communication and highlight the broader differences in nominalization processes between Indonesian and English.

### **2. Suggestions**

Based on the results of the research and some previous considerations, there are several suggestions for readers who want to gain little knowledge about the types of nominalization used in presidential candidates' speeches, the researcher hopes that this can help them answer some of the questions still hanging around for them. Researchers thought in this modern era, it is essential to learn a new language.

Many ways can add new insight into language, especially in the political era. For future researchers, this study focused on the types and differences in the use of nominalization in presidential candidates' speeches and how frequently nominal words were used. In the future, it would be beneficial to analyze how nominalization is used to manipulate the speech's audience.

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