

CHAPTER 1

INTRODUCTION

1.1 Background Of Study

Bilateral relations are fundamental to international diplomacy, facilitating cooperation between nations on political, economic, and cultural fronts. Such relationships enable countries to collaborate on shared interests, resolve conflicts peacefully, and promote global stability. For example, the strategic partnership between the United States and Mexico has been pivotal in addressing issues like trade, security, and immigration, directly impacting the lives of millions (State Gov Us, 2024).

After facing defeat in three previous elections, Prabowo Subianto finally secured victory in the 2024 presidential election by partnering with Gibran Rakabuming Raka, the youngest son of President Jokowi, who had been his rival in the last two elections. Prabowo was officially inaugurated as Indonesia's eighth president on 20 October 2024 (Tempo, 2024). Following his inauguration, Prabowo immediately embarked on a series of foreign visits to strengthen bilateral relations and ensure Indonesia's prominence on the international stage (Kumparan, 2024).

In November 2024, President Prabowo Subianto conducted an important diplomatic tour to six countries, including China, the United States, Peru, Brazil, the United Kingdom, and the United Arab Emirates. The primary objective of this visit was to strengthen bilateral relations and enhance cooperation across various sectors, including trade, investment, and technology (Setkab, 2024). President

Prabowo returned with investment commitments totaling approximately \$18.5 billion USD around Rp294 trillion (Kompas,2024).

The agenda for this diplomatic tour included high-level discussions with key leaders, such as China's President Xi Jinping, and prominent figures at international platforms like APEC and G20 (Tempo, 2024). These discussions highlighted collaborative initiatives in infrastructure development and trade agreements, which align with Indonesia's overarching objectives of fostering economic growth through international partnerships (Media Indonesia, 2024).

Throughout the official visit, President Prabowo's interactions and receptions in each country were carefully documented, primarily through media outlets and the official YouTube channel of the Sekretariat Presiden. These videos capture the formalities of diplomacy and the nuanced interactions and symbolic gestures that define the relationships between nations. The multimodal elements of these videos, including visual imagery, spoken language, and ceremonial protocols, offer rich data to explore how bilateral relations are represented and perceived.

Multimodal discourse analysis (MDA) has increasingly become an essential framework for comprehending how different media utilize various semiotic modes. O'Halloran (2011) expands on this concept by proposing that MDA broadens the scope of language study to encompass linguistic analysis and the examination of other resources, including images, symbols, gestures, actions, music, and sound. Recent research by Wildfeuer and Stamenkovic (2021) illustrates how multimodal structures in video game tutorials foster cohesive narratives through the interplay of visuals, sound effects, and text. This approach emphasizes the significance of

examining the dynamic relationships among semiotic resources in modern communication contexts.

Apri et al. (2024) explore the representation of Prabowo Subianto within the context of the 2019 and 2024 presidential elections, utilizing multimodal discourse analysis of Instagram posts from the Mojok.co account. Employing Kress and van Leeuwen's multimodal analysis model, the study compares the lexical and visual elements used to construct Prabowo's image, reflecting a transformation in his political persona from a stern and militaristic figure to a more relaxed and humorous character. The analysis showcases how visual and linguistic components interact to communicate political messages, emphasizing the role of social media, particularly Instagram, as a tool for shaping public perception during the election periods. The study's findings suggest that the diverse visual features in Mojokdotco's posts played a crucial role in molding the political narrative and ideology associated with Prabowo, highlighting the significance of a multimodal approach in understanding contemporary political communication in the digital era.

Another study from Helland (2017) that does research on Japanese artist Mona, known as Sad Girl, analyzes her Chicano rap through Multimodal Discourse Analysis (MDA). The research examined how her music videos use linguistic and visual elements to construct a hybrid identity, showcasing the “glocalization” of hip-hop culture through the blending of Japanese, Spanish, and English lyrics with Chicana/o symbols. The study emphasizes the importance of both linguistic and non-linguistic features in understanding cultural narratives and power dynamics. Hadriyan et al. (2022) also investigated the use of Multimodal Discourse Analysis (MDA) to study the interplay between visual, linguistic, and written texts in TED

Talks. Their findings emphasized the synergy between visual and linguistic elements in enhancing audience comprehension of complex topics. These two research illustrated how gestures, visuals, and spoken language deliver impactful messages.

Research by Malan Lubis & M Surip, (2024) explores how Tempo magazine portrays the competition between Indonesian presidential candidates, Joko Widodo and Prabowo Subianto, through multimodal discourse analysis. This research uses the Multimodal Discourse Analysis (MDA) approach to analyze four selected magazine cover stories, focusing on the visual and linguistic components used to convey meaning. The results of the analysis show that the photos, caricatures and headlines in the cover stories multimodally portray the rivalry between the two candidates to the audience. These elements not only serve to provide information, but also construct a narrative that influences the public's perception of each candidate.

However, while much of the existing research has focused on how multimodal discourse analysis applies to media such as magazines, music videos, and TED Talks, fewer studies have examined its application to official state diplomacy, mainly through digital platforms like YouTube. Even less attention has been given to how diplomatic interactions are represented through multimodal elements, such as visuals, spoken language, and ceremonial protocols, to construct narratives of bilateral relations and political alliances. This gap highlights the potential for further exploration in this area.

This study explores how Indonesia's bilateral relations with China, the United States, Peru, Brazil, the United Kingdom, and the United Arab Emirates are depicted through multimodal elements in official diplomatic visit videos shared by the Sekretariat Presiden on YouTube. Utilizing the framework of Multimodal Discourse Analysis, it aims to uncover how visual strategies, linguistic choices, symbolic gestures, spatial arrangements, and ceremonial protocols are orchestrated to construct Indonesia's diplomatic relations under President Prabowo Subianto. In addition to analyzing multimodal visual elements, this study also incorporates Entman's (1993) framing theory to examine how Prabowo's speeches and verbal statements reinforce or complement the visual narratives. By integrating this perspective, this study not only focuses on the visual construction of diplomacy but also the rhetorical strategies that strengthen Indonesia's global positioning.

By focusing on the multimodal elements of diplomacy, this study offers insights into how digital platforms impact international relations and bilateral cooperation, while also highlighting how visual and verbal strategies shape political narratives and national identity in contemporary global communication.

1.2 Research Question

How are Indonesia's bilateral relations with 6 different countries represented through multimodal elements in Prabowo Subianto's official diplomatic visit 2024 videos on the Sekretariat Presiden's YouTube channel ?

1.3 Purpose of the Study

To analyze how Indonesia's bilateral relations with 6 different countries are represented through multimodal elements in Prabowo Subianto's official diplomatic visit 2024 videos on the Sekretariat Presiden's YouTube channel.

1.4 Scope of the Study

This study focuses on the multimodal elements of Indonesia's bilateral relations and projected national identity, as represented in President Prabowo Subianto's 2024 official visit videos published on the Sekretariat Presiden YouTube channel. The analysis is limited to six countries visited during the November 2024 Official Visits: China, the United States, Peru, Brazil, the United Kingdom, and the United Arab Emirates. These visits are selected because they reflect the President's early foreign policy agenda and are officially framed as state visits with strategic aims. The scope of analysis encompasses visual and verbal elements captured in the videos, including ceremonial scenes, body gestures, spatial arrangements, and public speeches, which are examined through the lens of Multimodal Discourse Analysis (Kress & van Leeuwen, 2006) and Entman's (1993) framing theory.

1.5 Significance of the Study

The significance of this study is to understand how digital platforms, such as YouTube, influence the representation of Indonesian international diplomacy through multimodal elements. It provides insights into the construction and communication of Indonesia's bilateral relations to domestic and global audiences. By employing Multimodal Discourse Analysis and Media framing theory, this research enhances the analysis of digital communication and political discourse,

offering a framework for examining the interplay of visual, linguistic, and symbolic elements in contemporary statecraft. Additionally, it underscores the evolving role of digital media in political diplomacy and highlights how speech framing strengthens and reinforces visual diplomatic narratives.

