

## A PRAGMATIC STUDY OF SPEECH ACTS IN POLITICAL DISCOURSES: BAHLIL LAHADALIA'S RHETORIC ON BBM PRICES

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### ABSTRACT

This study aims to analyze the use of speech acts in the statements of Bahlil Lahadalia regarding the fuel price increase (BBM) policy. This research employs a qualitative approach within the framework of pragmatics, focusing on speech act theory. The data were collected from Bahlil Lahadalia's public statement delivered on April 20, 2026, which addresses the government's position on the BBM issue. The data were analyzed by identifying and classifying the locutionary, illocutionary, and perlocutionary acts found in the statements. The findings reveal that various types of speech acts are present in the data, with illocutionary acts playing a dominant role in conveying intentions such as asserting information, justifying policies, and responding to public concerns. These illocutionary forces consist of assertive (4 instances), directive (2 instances), commissive (1 instance), expressive (1 instance), and declarative (1 instance) acts. Locutionary acts function to deliver the literal meaning of the statements, while perlocutionary acts reflect the potential effects on the audience, particularly in shaping public perception and response. The analysis also shows that the use of these speech acts in political discourse is strategic and purposeful. Consequently, this study indicates that Lahadalia's statements on the BBM issue perform specific communicative actions that convey meaning, intention, and influence. This research contributes to the understanding of how language is used in political communication, especially in addressing sensitive socio-economic issues.

**Keywords:** Bahlil Lahadalia, BBM policy, political discourse, pragmatics, speech acts

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan tindak tutur dalam pernyataan Bahlil Lahadalia terkait kebijakan kenaikan harga bahan bakar minyak (BBM). Penelitian ini menggunakan pendekatan kualitatif dalam kerangka pragmatik, dengan fokus pada teori tindak tutur (*speech acts*). Data dikumpulkan dari pernyataan publik Bahlil Lahadalia yang disampaikan pada tanggal 20 April 2026, yang membahas posisi pemerintah terkait isu BBM. Data dianalisis dengan mengidentifikasi dan mengklasifikasikan tindakan lokusi, ilokusi, dan perlokusi yang ditemukan dalam pernyataan tersebut. Temuan menunjukkan bahwa berbagai jenis tindak tutur terdapat dalam data, dengan tindakan ilokusi memainkan peran dominan dalam menyampaikan niat seperti menegaskan informasi, membenarkan kebijakan, dan menanggapi kekhawatiran publik. Tindak ilokusi tersebut terdiri atas tindakan asertif (4 data tuturan), direktif (2 data tuturan), komisif (1 data tuturan), ekspresif (1 data tuturan), dan deklaratif (1 data tuturan). Tindakan lokusi berfungsi untuk menyampaikan makna literal dari pernyataan, sedangkan tindakan perlokusi mencerminkan potensi efek pada audiens, khususnya dalam membentuk persepsi dan respons publik. Analisis ini juga menunjukkan bahwa penggunaan tindak tutur dalam wacana politik bersifat strategis dan bertujuan. Penelitian ini menunjukkan bahwa pernyataan Bahlil Lahadalia mengenai isu BBM melakukan tindakan komunikatif spesifik yang menyampaikan makna, niat, dan pengaruh. Penelitian ini berkontribusi pada pemahaman tentang bagaimana bahasa digunakan dalam komunikasi politik, terutama dalam menangani isu-isu sosial-ekonomi yang sensitif.

**Kata Kunci:** Bahlil Lahadalia, kebijakan BBM, wacana politik, pragmatik, tindak tutur

## 1. Introduction

In contemporary society, communication plays an important role in shaping how information is conveyed and understood, especially in public and political discourse (Maly & Avinadav, 2025; Wodak, 2021). Communication is not merely the transmission of words or sentences, but also the performance of actions through language. This idea is central to Speech Act theory, as proposed by (Austin, 1962) who argues that utterances can function as actions. This concept is further developed by (Searle, 1969) who classifies speech acts based on their communicative functions and intentions.

Meaning in communication is closely related to both speaker intention and context. As explained by George Yule (1996), pragmatics focuses on how speakers use language to achieve specific purposes in particular situations. Recent studies also suggest that meaning is not only derived from the linguistic form of an utterance but is also influenced by context and the speaker's intention (Taguchi, 2022; Xiaoyu, 2024). This indicates that understanding language requires more than analyzing its literal meaning, as speakers often convey intended meanings through their utterances. In the context of governance, language is often used not only to provide information but also to persuade the public, justify policies, and construct political credibility (Zhang, 2024; Louwerse & Van Dijk, 2021). Political figures construct their statements carefully in order to influence public perception and maintain credibility. Their utterances may function as assertions, directives, or expressions of stance, which makes them suitable for analysis using Speech Act theory.

One of the recent issues in Indonesia that has attracted significant public

attention is the policy regarding fuel price increases (BBM). This issue has generated various responses from society, ranging from support to criticism ((Suryadi et al., 2023); (Nugraha et al., 2022)). In relation to this, Bahlil Lahadalia delivered a public statement on April 20, 2026, addressing the BBM policy. His statement was widely circulated in the media and became part of ongoing public discussion, particularly in how the policy was explained and justified.

This research is conducted because Bahlil Lahadalia's statement regarding the BBM issue provides a relevant case for analyzing how language functions in political communication (Fetzer & Weiss, 2020); (Reyes, 2021). By applying Speech Act theory, this study aims to examine not only the literal meaning of the statement but also the intended actions and the effects on the audience. This analysis is expected to contribute to a better understanding of how language is strategically used by public officials in addressing sensitive socio-economic issues.

Recently, the Minister of Energy and Mineral Resources (ESDM), Bahlil Lahadalia, has signalled the possibility of an adjustment to the price of non-subsidised petroleum products in response to the trend of high global crude oil prices (IEA, 2024). One of the main factors influencing this policy is the fluctuation in global oil prices, so that price adjustments are seen as a step that may be taken to ensure that the stability of the energy sector is maintained. In practice, these price adjustments apply only to certain types of non-subsidised fuel, while subsidised fuel remains unaffected.

According to data from the official MyPertamina website, the fuel

price adjustments effective 18 April 2026 in the Jakarta area show that the price of Pertamina Turbo has risen to Rp19,400 per litre, Dexlite to Rp23,600 per litre, and Pertamina Dex to Rp23,900 per litre, while subsidised fuels such as Pertamina, Pertamina Green 95, Peralite, and Biosolar remain unchanged. This policy has subsequently drawn attention and sparked various reactions from the public (Laksono, 2026).

In this context, the statement made by the Minister of Energy and Mineral Resources, Bahlil Lahadalia, has come under public scrutiny because it serves not only to convey information but also reflects a specific communication strategy in responding to public dynamics. Language in political discourse functions not only as a means of communication but also as a tool to shape public perception and public response toward government policies (Muhammad & Muhammad, 2025).

In a pragmatic analysis, this phenomenon can be examined using the speech act theory introduced by (Austin, 1962) and (Searle, 1969). Austin distinguishes speech acts into three types:

#### 1. *Locutionary acts*

The locutionary act refers to an action that produces a literal utterance, that is, how the sounds, words and sentence structure of what is spoken have a meaning that conforms to the rules of language. For example, a speaker says, "It's very hot in here." At the locutionary, the speaker simply wishes to convey information about the temperature at that location, without any specific intention.

#### 2. *Illocutionary act*

The illocutionary act is an action performed by the speaker that contains a specific intention or purpose within their

utterance. For example, "It's really hot in here" may not function as a statement of fact, but can also imply a request for the listener to turn on an air conditioner.

Furthermore, Searle developed this concept by focusing on the illocutionary act. Searle classifies illocutionary acts into five categories:

- a. Representatives, aimed at expressing the speaker's beliefs or statements of fact.
- b. Directives, aimed at encouraging the listener to perform an action.
- c. Commissives, aimed at committing the speaker to future actions, such as making promises.
- d. Expressives, aimed at expressing the speaker's feelings or emotional states.
- e. Declarations, aimed at changing social reality through utterances made by a speaker with authority.

#### 3. *Perlocutionary act*

The perlocutionary act relates to the effect or impact caused by the speaker's utterance on the listener. This impact may take the form of a change in attitude, feelings, or behaviour. For example, the sentence "It's so hot in here." The speaker's utterance prompts the listener to switch on the air conditioning immediately. Therefore, the statement made by the Minister of Energy and Mineral Resources, Bahlil Lahadalia, can be clearly understood not only in terms of its literal meaning, but also in terms of its intent, purpose, and the impact it produces within the context of political communication.

This study specifically seeks to examine the speech acts present in Bahlil Lahadalia's public appeals to the general public regarding the BBM price adjustments by applying Austin's framework, which distinguishes utterances across three dimensions:

locutionary, illocutionary, and perlocutionary acts, as well as Searle's taxonomy, which further classifies illocutionary acts into five categories: assertives, directives, commissives, expressives, and declarations. Through the integration of both frameworks, this study investigates not only the surface meaning of his utterances, but also the underlying intentions and the potential effects they produce on the audience, particularly in the context of how a government official uses language to appeal to, persuade, and shape the understanding of the broader public on a sensitive economic matter.

To achieve the objectives, this study is guided by the following research questions: (1) How are speech acts, encompassing locutionary, illocutionary, and perlocutionary dimensions, realized in Bahlil Lahadalia's public appeals regarding the BBM issue? (2) What meanings are conveyed through these appeals at the locutionary, illocutionary, and perlocutionary levels? (3) What intentions are expressed in Bahlil Lahadalia's appeals to the public regarding the BBM issue, as reflected through Searle's taxonomy of illocutionary acts? (4) What potential effects do these appeals have on the audience? These questions are designed to provide a systematic and theoretically grounded understanding of how a government official employs language to communicate with and influence the broader public on one of Indonesia's most publicly debated policy matters.

The study of speech acts in political discourse has been extensively explored through various lenses. For instance, (Sari & Utomo, 2020) in their research, "Speech Acts Analysis of President Joko Widodo's Speech Regarding COVID-19 Handling," focused on how a head of state utilizes pragmatic functions to maintain public trust during a health

crisis. Ayeomoni & Akinkuolere (2012), "A Pragmatic Analysis of Victory and Inaugural Speeches of President Umaru Musa Yar'dua", evaluated the structural deployment of locutionary, illocutionary, and perlocutionary acts. Their findings demonstrated that democratic leaders heavily rely on assertive speech acts to establish administrative authority, while minimizing expressive acts, suggesting that political figures underutilize sentences meant to indicate the absolute sincerity of their intentions. Mufiah et al., (2018) "Speech Acts Analysis of Donald Trump's Speech", highlights how assertive and expressive acts are uniquely weaponized to foster direct, polarized engagement with a specific voter base. While studies provide a foundational understanding, they often generalize political rhetoric and rarely delve into the strategic interplay of speech acts during high-stakes economic transitions, such as fuel price adjustments.

Despite the abundance of literature on political pragmatics, a significant research gap persists in the nuanced analysis of how locutionary, illocutionary, and perlocutionary acts are synchronized to mitigate public outcry during urgent socio-economic crises. Previous scholarship has largely remained descriptive, focusing on the literal delivery (locution) or broad intentions (illocution), without deeply examining how these acts are purposefully designed to trigger specific effects (perlocution) in a defensive communication context. There is a lack of research that specifically addresses how government officials, such as Bahlil Lahadalia, utilize assertive and justificatory illocutions to reshape public perception from resistance to acceptance during a fuel price (BBM) increase.

This study addresses this lacuna by evaluating Bahlil Lahadalia's public statements on April 20, 2026. Beyond

identifying locutionary acts that deliver literal policy information, this research highlights how illocutionary intentions, such as justifying controversial decisions and responding to public anxiety, are strategically employed to achieve perlocutionary outcomes, specifically in stabilizing national sentiment (Bouvier et al., 2018). By concentrating the analysis on this critical policy transition, the research offers a novel contribution to understanding language not merely as a vehicle for information, but as a cognitive and strategic instrument for maintaining government narrative stability.

The primary limitation of this research lies in its reliance on single-source data, focusing exclusively on Bahlil Lahadalia's public statement on a specific date. While these data provide profound insights into the communicative strategies of a high-ranking official during the BBM adjustment, the research does not incorporate comparative analyses with other ministries or longitudinal responses over time. Furthermore, as a qualitative-pragmatic study, the analysis of perlocutionary acts is confined to the potential effects inherent within the linguistic structure of the text, rather than an empirical measurement of the actual psychological or sociological impact felt by the Indonesian public.

## 2. Method

This research employs a descriptive qualitative design within a pragmatic approach to analyze language as action in political discourse. The study focuses on Speech Act theory proposed by and further developed by Searle, 1969, particularly in identifying locutionary, illocutionary, and perlocutionary acts (Austin, 1962). This approach is considered appropriate because the research aims to examine

how meaning, intention, and effect are constructed through language in a specific socio-political context.

The data of this research consist of verbal utterances taken from a public statement delivered by Bahlil Lahadalia on April 20, 2026, regarding the fuel price increase (BBM) policy. The data were obtained from digital media platforms, specifically from video recordings available online. The selection of this data source is based on its relevance to current public discourse and its accessibility for repeated observation without altering the authenticity of the speech.

First, the researcher identified the locutionary acts to grasp the literal meaning of Lahadalia's statements concerning fuel subsidies and economic pressures. Second, the illocutionary acts were analyzed to uncover his communicative intentions, which were further categorized into assertive (e.g., stating economic facts), directive (e.g., urging public understanding), commissive (e.g., promising targeted subsidies), expressive (e.g., sympathizing with lower-income families), or declarative acts. To maintain systematic tracking, a coding matrix was employed to document the context and classify each illocutionary force found in the transcripts. Third, the perlocutionary acts were examined by evaluating the potential effects of his rhetorical choices, such as mitigating public anxiety or securing public compliance on the Indonesian audience. Through this systematic analysis, the study reveals how speech acts are strategically deployed in political discourse to justify sensitive economic policies and shape public perception.

## 3. Result and Discussion

The analysis of the fuel subsidy discourse revealed the use of various

speech acts, including locutionary, illocutionary, and perlocutionary acts. The findings indicate that public officials used language not only to deliver information about fuel subsidy policies, but also to persuade, warn, and influence public awareness regarding the proper use of subsidized fuel. Assertive and directive illocutionary acts were found to be the most frequently used in the discourse.

Table 1. Classification of Locutionary, Illocutionary, and Perlocutionary Acts.

No	Utterance	Locutionary Act	Illocutionary Act	Type of Illocutionary Act
1	IDN: "Kalau motor, sampai sekarang, <b>Adinda mau isi berapa saja tidak apa-apa.</b> " ENG: "As for motorcycles, as of right now, Adinda, you can fill up as much as you want, that is fine."	Stating that motorcycle users are permitted to fill fuel without quantity restriction	Informing the public about the current fuel policy for motorcycles	Assertive
2	IDN: "BBM subsidi itu <b>kepada saudara-saudara kita yang berhak.</b> " ENG: "Subsidized fuel is for our brothers and sisters who are truly eligible."	Stating that subsidized fuel is intended only for people who meet the eligibility criteria.	Informing the public that subsidized fuel should be used only by those who are entitled to receive it.	Assertive
3	IDN: " <b>Jangan model kaya saya, kayak Dirjen, Wamen,</b> karena harga BBM RON 98 naik tiba-tiba mereka masuk ke	Mentioning himself and high-ranking officials as examples of those who should not use subsidized fuel	Cautioning the audience against misusing the fuel subsidy through self-referential examples	Directive
4	IDN: "Itu kita <b>mengambil hak saudara-saudara kita yang berhak</b> menerimanya." ENG: "That is equivalent to taking away the rights of those who actually deserve it."			
5	IDN: "Ya saya akan, di waktu di Seoul, di Korea, waktu saya menyampaikan bahwa BBM-nya itu akan <b>diberikan per hari 50 liter.</b> " ENG: "Well, back when I was in Seoul, Korea, I stated that fuel would be limited to 50 liters per day."			
6	IDN: "Sebagai mantan sopir angkot, ya, itu <b>pengalaman saya.</b> " ENG: "As a former angkot driver, that's my experience speaking."			

7	IDN: “Ya itu kembali Dinda, kita harus punya hati Dinda, ya? Dinda punya hati dong.” ENG: “ <i>But again, Dinda, it comes down to having a heart. You have a heart, right?</i> ”	Reiterating the appeal to the audience's emotional and moral sensibility	Advising the audience to show empathy by discouraging excessive fuel consumption and encouraging people to buy only what is needed.	Directive
8	IDN: “ <b>Janganlah kau pakai jeriken, janganlah kau bolak-balik,</b> kasihan rakyat kita Dinda, ya?” ENG: “ <i>Don't go using jerry cans, don't keep going back and forth, have some sympathy for our people, right Dinda?</i> ”	Stating a prohibition against using jerry cans and repeatedly purchasing fuel, while appealing to sympathy for others.	Advising and warning the audience not to misuse fuel and to consider the welfare of others.	Directive
9	IDN: “Masa sih kita harus masa, <b>malulah kalau kita</b> diawasi terus Dinda. Gitu, ya?” ENG: “ <i>I mean, it's embarrassing if we have to be watched all the time, Dinda. Right?</i> ”	Expressing that constant supervision implies a lack of integrity and is a source of embarrassment	Invoking collective dignity and social pride to discourage dependence on external monitoring	Expressive

selected comments consist of both positive and negative responses, reflecting different viewpoints regarding the implementation of subsidized fuel policies. Through these responses, the perlocutionary effects can be identified in the form of agreement, appreciation, reassurance, criticism, and concern expressed by the audience.



Figure1. Positive public response

One supportive response can be seen in the comment in Figure1, the expressions “jangan cuma jago kritik” and “tutup mata pas ada prestasi” indicate a defensive and appreciative attitude toward the government’s performance regarding the fuel subsidy policy. The commenter emphasizes that public officials should not only receive criticism when mistakes occur but should also be acknowledged when they achieve positive results. These expressions reflect approval and support toward the policy, particularly in relation to efforts to maintain fuel distribution and price stability.

The comment also demonstrates a perlocutionary effect in the form of trust and positive evaluation. The speaker’s discourse appears to influence the audience to view the policy more fairly and objectively rather than focusing solely on its shortcomings. In this context, the comment suggests that the discourse successfully encouraged some members of the public to recognize the government’s actions as deserving appreciation. This response further reflects how political discourse may shape public attitudes emotionally, leading audiences to defend policies or officials they perceive as

The perlocutionary effects of the discourse were further examined through several public comments taken from videos discussing the fuel subsidy issue. These comments were used to identify audience responses toward the statements delivered by public officials and to observe how the discourse influenced public perception and reaction. The

unfairly criticized.

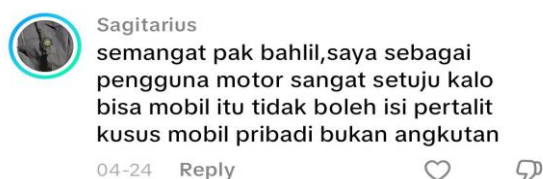


Figure2. Positive public respons

Second positive response is reflected in the Figure2, the expressions “semangat pak bahlil” and “sangat setuju” clearly indicate support and encouragement toward the policy discussed in the discourse. The commenter expresses approval of the idea that subsidized fuel should be prioritized for motorcycle users and public transportation rather than private cars. This response suggests that the audience perceives the policy as a fair attempt to regulate fuel distribution according to social and economic needs.

The comment demonstrates a perlocutionary effect in the form of agreement and reassurance. As a motorcycle user, the commenter feels represented and supported by the discourse delivered by the public official. The statement also reflects public awareness regarding the intended purpose of subsidized fuel, namely to assist groups considered more economically vulnerable. Through this response, the discourse succeeded in encouraging supportive attitudes and strengthening the perception that fuel subsidies should be distributed more selectively and responsibly.

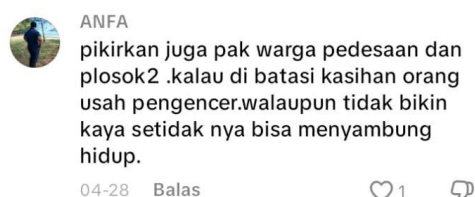


Figure3. Negative public response

One negative response can be seen in the

Figure3, the expressions “pikirkan juga” and “kasihan orang usaha pengencer” indicate concern and dissatisfaction regarding the possible impact of fuel restrictions on rural communities and small-scale fuel sellers. Unlike the supportive comments, this response highlights groups that may experience economic difficulties if access to subsidized fuel becomes more limited. The commenter emphasizes that, although such work may not generate significant income, it still functions as a means of survival for certain members of society.

This comment reflects a perlocutionary effect in the form of anxiety and social concern. The discourse delivered by public officials appears to create worry among audiences who depend indirectly on subsidized fuel for their livelihood. The response also suggests that the policy is not perceived equally by all social groups, particularly those living in rural or economically vulnerable areas. Through this reaction, it can be seen that public discourse on fuel subsidy policies may generate resistance when audiences believe that the implementation of the regulation could threaten their economic stability and daily survival.



Figure4. Negative public response

Another negative response is presented in Figure 4. The expression “ga konsisten” indicates disappointment and skepticism toward the public official’s performance and statements regarding the fuel subsidy policy. Unlike comments that focus on the policy itself, this response reflects criticism directed at the speaker’s credibility and consistency in carrying out government decisions. The use of informal language also emphasizes the commenter’s emotional frustration and lack of trust

toward the official being discussed.

This response demonstrates a perlocutionary effect in the form of doubt and public criticism. The discourse appears to influence the audience not only to evaluate the policy, but also to assess the reliability of the individuals responsible for delivering and implementing it. The comment suggests that inconsistency in public communication may reduce public trust and create uncertainty regarding government policies. Through this reaction, it can be seen that audiences respond not only to the content of political discourse, but also to the perceived credibility and stability of public officials.

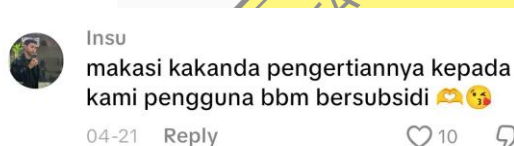


Figure5. Positive public response

One supportive response is shown in the Figure5. The expressions “makasi” and “pengertiannya” indicate gratitude and appreciation toward the policy and the statements delivered by the public official. The commenter perceives the discourse as a form of understanding and concern for people who rely on subsidized fuel in their daily lives. This response reflects a positive emotional reaction from audiences who feel that their economic condition and needs are being acknowledged.

The comment demonstrates a perlocutionary effect in the form of reassurance and emotional acceptance. The discourse appears to create a sense of relief among subsidized fuel users, particularly those who feel directly affected by the policy. The use of personal and appreciative language also suggests that the audience interprets the official’s statements as supportive rather than

restrictive. Through this response, it can be seen that public discourse regarding fuel subsidy policies may strengthen feelings of trust and social inclusion among communities that depend on government assistance programs.

Based on the findings, assertive speech acts are the most dominant type of illocutionary act in Bahlil Lahadalia’s discourse on fuel price policy. This finding aligns with research by (Mufiah et al., 2018), which demonstrates that representative or assertive speech acts are the most frequently employed in Donald Trump’s political speeches. This parallel suggests that political figures commonly use assertive or representative speech acts to communicate information and beliefs, as well as to legitimize the policies and ideas presented to the public. This dominance indicates that Bahlil Lahadalia’s communication strategy focuses on conveying information and establishing the validity of government policy. According to John Searle’s theory of speech acts, the assertive act serves to express the speaker’s belief in a truth. Thus, the use of the assertive act in Bahlil Lahadalia’s discourse can be understood as an attempt to frame the policy on fuel price increases as rational, reasonable, and acceptable to the public. The perlocutionary effects resulting from these utterances include a sense of reassurance and public acceptance of the policy.

Directive speech acts are also present in the discourse, manifesting as warnings, prohibitions, and appeals to the public, including prohibitions against the misuse of subsidized fuel and calls for prudent fuel consumption. These statements serve not only to inform but also to guide the audience toward specific actions. This approach aligns with Searle’s view that directives are intended to prompt listeners to act. In this context, directives contribute to perlocutionary effects by fostering social awareness and encouraging responsible behavior and self-regulation.

Furthermore, commissive speech acts were identified, indicating a strategy to build public trust through promises or commitments regarding the policies presented. Bahlil Lahadalia's statements concerning the allocation and management of fuel, within his discourse, sought to create an image of himself as a responsible and trustworthy figure. Meanwhile, expressive speech acts are characterized by the use of expressions of empathy, personal experiences, and moral values that serve to strengthen emotional closeness with the audience. This combination of rational (assertive) and emotional (expressive) approaches enhances the persuasive power of the discourse, particularly regarding the issue of fuel price hikes, which have triggered public reaction.

Expressions of empathy, personal experience, shame, and moral values are evident in expressive speech acts, which foster emotional closeness with the public. Incorporating personal background, such as referencing the speaker's experience as a former *angkot* driver, reinforces the perception that the speaker comprehends societal conditions. These expressive speech acts generate perlocutionary effects, including sympathy, emotional attachment, empathy, and collective awareness among the audience. The speaker's assertive and expressive speech acts integrate rational and emotional approaches, thereby enhancing the persuasiveness of the discourse and potentially influencing public responses to the issue of fuel price increases.

Analysis of public comments as perlocutionary data indicates that responses to the fuel subsidy policy discourse were predominantly positive. Positive responses typically included agreement, support, appreciation, and trust in the government's policy, especially regarding efforts to distribute fuel subsidies more accurately and appropriately. Nevertheless, some negative

responses emerged, primarily concerning economic impacts, policy fairness, and the government's consistency in implementing regulations. These findings suggest that the fuel policy discourse delivered by Bahlil Lahadalia elicited diverse perlocutionary effects, influenced by the social conditions and economic perspectives of various societal groups.

### 3. Conclusion

In conclusion, this study demonstrates that Bahlil Lahadalia's public statements regarding the non-subsidized fuel price adjustment function as a strategic instrument of political governance rather than mere factual reporting. The empirical analysis reveals a calculated distribution of illocutionary acts designed to mitigate public friction, dominated by assertive acts to establish policy credibility, followed by directive acts to caution against subsidy misuse, alongside commissive, expressive, and declarative acts to maintain narrative stability. At the perlocutionary level, these speech acts are synchronized to reshape potential societal resistance into compliance by framing the economic transition as a civic and ethical obligation to protect eligible citizens. While limited by its single-source qualitative focus, this research offers insights into defensive political communication, suggesting that future studies employ comparative or mixed-method approaches to empirically measure the psychological and sociological impacts of such governmental rhetoric on the Indonesian public.

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