

Social Practice Analysis of Presidential
Announcement Speeches by the President of USA
and the President of Indonesia (研究の進捗発表)

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Social Practice Analysis of Presidential Announcement Speeches by the President of USA and the President of Indonesia

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The role of the president is very important for a country. Democratic countries hold presidential elections in a certain period of time to elect a new president, or a president who has served in a period. Of course the presidential candidates campaign to get votes in many ways, one of them and the most important is speeches that can attract voters.

This study aims to find out effective ways of conveying information which in this case is the right way to convey information by presidential candidates to prospective voters. The author observes and comparatively describes the presidential announcement speech delivered by the United States president Donald Trump and the presidential announcement speech delivered by the Indonesian president Joko Widodo. Furthermore, the author makes a social practice analysis of the speeches by using the framework of social practice theory by Leeuwen (2018).