
BUANA KOMUNIKASI

Jurnal Penelitian dan Studi Ilmu Komunikasi
<http://jurnal.usbykp.ac.id/index.php/buanakomunikasi>

ANALYSIS OF PUAN MAHARANI'S POLITICAL COMMUNICATION STRATEGY AS THE CHAIRMAN OF THE HOUSE OF REPRESENTING PUBLIC CRITICISM ON REPORTING ON *MEDIAINDONESIA.COM*

Ahmad Miftah Rizky¹

UIN Syarif Hidayatullah Jakarta
info.ahmadmiftah7@gmail.com

Muhammad Shohibul Izar²

UIN Syarif Hidayatullah Jakarta
msizar231@gmail.com

Niken Wulandari³

UIN Syarif Hidayatullah Jakarta
nikenwulaan@gmail.com

Roisatunnisa⁴

UIN Syarif Hidayatullah Jakarta
roisnisaatunnisa@gmail.com

Abstract

This study examines Puan Maharani's political communication strategy as Speaker of the Indonesian House of Representatives in responding to public criticism reported by MediaIndonesia.com. Using a constructivist paradigm, a qualitative descriptive approach, and Aristotelian rhetorical theory (ethos, pathos, and logos), the study analyzes news texts containing her statements. The findings show that Puan employs a reflective and legitimitative rhetoric by acknowledging criticism, using inclusive emotional language, and presenting rational arguments. This strategy aims to rebuild public trust and strengthen the DPR's institutional image in the digital media era.

Keywords: *Political Communication, Political Rhetoric, Public opinion*

Abstrak

Penelitian ini mengkaji strategi komunikasi politik Puan Maharani sebagai Ketua DPR dalam merespons kritik publik yang diberitakan MediaIndonesia.com. Penelitian menggunakan paradigma konstruktivisme, pendekatan deskriptif kualitatif, serta teori retorika Aristotelian (ethos, pathos, dan logos) dengan menganalisis teks berita berisi pernyataannya. Hasil penelitian menunjukkan bahwa Puan menerapkan retorika reflektif dan legitimatif melalui pengakuan atas kritik, penggunaan bahasa emosional yang inklusif, dan argumen rasional. Strategi ini bertujuan membangun kembali kepercayaan publik dan memperkuat citra institusi DPR di era media digital.

Kata kunci: *Komunikasi Politik, Retorika Politik, Opini Publik*



Jurnal Penelitian & Studi
Ilmu Komunikasi
Volum 06
Number 03
Pages 340-346
Bandung, Desember 2025

p-ISSN : 2774 - 2342
e-ISSN : 2774 - 2202

Date Received:
29 Desember 2025
Date Revised:
19 Januari 2026
Date Accepted :
26 Januari 2026

INTRODUCTION

The development of digital communication technology has transformed the way society forms perceptions and responds to political issues. In today's media era, the public sphere is no longer mediated solely by conventional mass media, but also by social media, which enables direct interaction between political actors and the public. This phenomenon marks a paradigm shift in political communication from a one-way model to a dialogic and participatory one, where the public becomes not only the recipient of messages but also the producer of meaning and opinion.

In the Indonesian context, social media platforms like Twitter, Instagram, and TikTok play a significant role in shaping public perceptions of political issues, including the image of legislative institutions and their elites. According to Aryantini et al. (2024), social media algorithms contribute to the formation of public opinion because they can amplify exposure to certain narratives and framings that align with user preferences.¹

In this open communication space, political rhetorical skills become a strategic tool for building image, establishing legitimacy, and managing public perception. Rhetoric, as explained by Aristotle, is the art of persuasion through three main elements: ethos (the speaker's character and credibility), pathos (emotional appeal), and logos (rational argumentation) (Aristotle, 1954).

This concept has also been widely used to analyze the communication strategies of political figures, including in the Indonesian context, where society is highly sensitive to political symbols and language. Miqdad (2024) emphasized that political rhetoric on social media has a dual role: as a means of persuasive communication and as a tool for constructing political identity narratives through framing mechanisms and digital message reproduction.²

In this context, the figure of Puan Maharani as Speaker of the Indonesian House of Representatives (DPR RI) is interesting to examine. As the leader of a legislative body frequently under scrutiny for its low level of public trust, Puan occupies a strategic position, yet is vulnerable to criticism. Her statement in a MediaIndonesia.com report regarding the importance of the DPR being "busy discussing the interests of the people" can be understood not simply as a response to criticism, but as a communicative act loaded with symbolic and strategic meaning. This statement is part of a rhetorical effort to improve the image of the legislative body amidst negative public perceptions of the DPR as elitist and far from the aspirations of the people.

From a constructivist perspective, as proposed by Berger and Luckmann (1991), social reality is not objective but rather constructed through communication processes and symbolic interactions between individuals and institutions. Thus, political statements not only convey information but also construct a new reality that they wish to instill in the public mind.

Through this statement, Puan attempted to reframe the DPR's image as an institution responsive to the people and committed to the public interest. This strategy aligns with the

¹Aryantini PT, Pramana GI, Erviantono T, Duarte EF. The Role of Social Media in the Formation of Political Public Opinion: A Case Study of the 2024 Election Campaign. *Triwikrama: Journal of Social Sciences*. 2024;5(5):81–90.

²Miqdad. Political Buzzers and Opinion Development on Social Media in Indonesia. *NeoRespublica: Journal of Government Science*. 2024;5(2):689–698.

future-oriented function of deliberative rhetoric, namely building optimism and hope for political institutions (Marafa & Ebuziem, 2023).³

On the other hand, the media plays a crucial role in determining how political messages are perceived by the public. According to McQuail (2010), the media not only transmits information but also selects and frames it, which can strengthen or weaken the message's original meaning. In the context of MediaIndonesia.com's reporting, the framing of Puan's statement demonstrates how personal and institutional images are simultaneously constructed.

Research by Nisful Laili, Pawito, and Hastjarjo (2024) in *Communicatus: Journal of Communication Studies* shows that Puan's communication strategy in the ROSI podcast functions as a means to manage self-image through a humanistic and adaptive rhetorical approach to new media formats.⁴

In addition to rhetoric and media aspects, public opinion formed from statements by political figures is also influenced by the dynamics of the digital space. Sampurna et al. (2025) explain that public opinion in the context of digital politics is formed through three main stages: the representation of reality in the media, public interpretation of messages, and the formation of collective opinion through online social interactions.⁵

This stage illustrates that public perception of political figures like Puan Maharani is not formed spontaneously, but rather through a complex process of social construction. Public reactions on social media, whether in the form of support, criticism, or satire, are part of a reflection of the interaction between elite rhetoric and public perception.

Thus, an analysis of Puan Maharani's political rhetoric is crucial for understanding how a legislative leader uses communication strategies to respond to public criticism and build legitimacy through political language and symbols. This study also has relevance in a broader context, namely understanding the relationship between political communication, public trust, and institutional representation in the digital era. Through rhetorical analysis, we can trace how ethos, pathos, and logos are used to reaffirm the DPR's position as an institution "busy discussing the interests of the people" and how these messages are mediated, interpreted, and reproduced by the media and society in the contemporary Indonesian political communication ecosystem.

LITERATURE REVIEW

This study is grounded in the constructivist paradigm, which views social reality as a symbolic construction formed through communication processes. Within this perspective, political statements are understood not merely as objective facts, but as rhetorical actions that actively construct meaning, legitimacy, and institutional image. In this research, Puan Maharani's statements are interpreted as communicative practices that shape public perceptions of the DPR amid political criticism.

The study employs Aristotelian rhetorical theory to analyze the relationship between political communication and image construction. Aristotle's concepts of ethos, pathos, and

³Marafa H, Ebuziem C. Determining the Degree of Appeal to Aristotelian Rhetoric. *International Journal of Historical and Philosophical Research*. 2023;11(3):9–15.

⁴Nisful Laili, Pawito, Hastjarjo S. The Image Politics of Puan Maharani in the ROSI Podcast. *Communicatus: Journal of Communication Studies*. 2024;8(1):45–56.

⁵Sampurna A, Hidayat S, Kusnandar D. The Role of Social Media in Shaping Public Opinion and Encouraging Online Participation: A Case Study of the 2024 Presidential Election Campaign. *Scientific Journal of Multidisciplinary Studies*. 2025;9(5):112–123.

logos provide a theoretical foundation for understanding how credibility, emotional appeal, and logical reasoning are strategically used to influence public opinion. Logos emphasizes rational argumentation, ethos reflects the speaker's credibility and character, and pathos appeals to audience emotions. Together, these elements function as persuasive tools in political discourse.

Using a descriptive qualitative approach, this research examines how rhetorical strategies are constructed and conveyed through media texts. Rhetoric is viewed not only as a means of persuasion but also as a symbolic practice that shapes political reality and institutional legitimacy. These conceptual relationships are synthesized in a conceptual framework illustrating how rhetorical strategies mediate between political statements, public criticism, and the reconstruction of the DPR's image.

RESEARCH METHOD

a. Research Subjects

The subject of this research is Puan Maharani, in her capacity as Speaker of the Indonesian House of Representatives. She was chosen because her statements often represent the legislative body's stance in responding to public issues and public criticism.

b. Research Object

The research object is the rhetorical strategies in Puan Maharani's political statements published on MediaIndonesia.com, particularly those responding to public criticism by emphasizing that the DPR must focus on the interests of the people. The analysis focuses on how Puan uses ethos, pathos, and logos to build credibility, arouse public emotion, and present rational arguments that strengthen her position as the institution's leader.

c. Research Data Sources

The units of analysis in this study are news reports and direct quotations from Puan Maharani's statements responding to public criticism, particularly those related to the performance of the House of Representatives (DPR) and the public interest. The analysis focuses on the message content, language structure, choice of diction, and the socio-political context behind the statements.⁶ Thus, the news text becomes the main material for tracing the rhetorical patterns used by Puan in building her arguments.

RESULTS AND DISCUSSION

This research was conducted by analyzing news reports on MediaIndonesia.com containing statements by Puan Maharani, Speaker of the Indonesian House of Representatives, specifically regarding her response to public criticism. The analysis focused on the rhetorical strategies used in her statements and how the media framed these messages to the public.

Based on the results of the analysis, it was found that Puan Maharani used a communication approach that was both apologetic and transformative. In a report by MediaIndonesia.com dated October 2 2025, Puan stated that the DPR must be "busy discussing the interests of the people" in response to public perception that the legislative institution is too far from the aspirations of the people. This statement was delivered in the context of the plenary meeting closing the session period, where he also apologized to the Indonesian people if the DPR had not been able to carry out its duties perfectly.

In her statement, Puan employed an ethos strategy by positioning herself as a humble and reflective leader. She acknowledged the limitations in the House of Representatives' performance and emphasized the importance of institutional transformation involving all factions. This acknowledgement served to build credibility by demonstrating awareness of

⁶Alex Sobur, *Media Text Analysis: An Introduction to Discourse Analysis, Semiotic Analysis, and Framing Analysis* (Bandung: Remaja Rosdakarya, 2009). p. 11

existing problems and a commitment to improvement. Puan also emphasized that vision must be accompanied by concrete actions, not mere rhetoric, indicating her efforts to strengthen public trust through concrete promises.⁷

In addition to building credibility, Puan also maximized the use of pathos, or emotional appeal. She repeatedly used the terms "transformation" and "people's interests" to arouse public hope and sympathy. Puan emphasized that criticism is a right of the people and part of democracy, which fosters an inclusive and responsive atmosphere to public aspirations. This humble communication style was designed to foster more positive public opinion and reduce the symbolic distance between the legislative elite and the general public.

From a rational or logos perspective, Puan presented the argument that institutional transformation requires collaboration from all parties, not just the responsibility of one individual or group. She emphasized that the DPR's success is not measured by the number of laws passed, but by the extent to which those decisions benefit the people. This argument provides a rational element that strengthens her position as a strategic leader with a focus on tangible results.⁸

What's interesting about Puan Maharani's communication strategy is her use of a multi-platform approach to reach a wider audience. Research by Nisful Laili, Pawito, and Sri Hastjarjo (2024) in *Communicatus: Jurnal Ilmu Komunikasi* (Communication Science Journal) reveals that Puan not only relies on conventional media but also actively uses new media such as podcasts to build her image. In the ROSI podcast on Kompas TV in January 2023, Puan clarified various viral issues that damaged her image, including the perception that she gained her political position due to family privilege and a viral moment when she was seen frowning in public (Laili et al., 2024: 5-8).⁹

This multi-platform strategy demonstrates Puan's adaptation to the changing media landscape. In traditional media outlets like MediaIndonesia.com, she uses formal language and institutional rhetoric that emphasizes the role of the House of Representatives (DPR) as a representative institution. Meanwhile, in new media like podcasts, she employs a more relaxed, personal, and dialogic communication style to build emotional connection with her audience (Laili et al., 2024: 12-13).¹⁰ This approach provides Puan with the opportunity to provide clarification, build a positive narrative, and reconstruct her public image through more open and interactive dialogue.

However, the communication strategy employed also has vulnerabilities. The arguments presented tend to be normative without concrete data on measurable achievements or action plans. The gap between the DPR's rhetoric and the reality of its performance, such as delays in the completion of important bills, opens up room for public skepticism. Furthermore, an overly modest communication style can be interpreted as weakness or an admission of systemic failure, which could actually worsen public perception of its leadership.

Overall, the research findings indicate that Puan Maharani's political communication strategy represents a systematic effort to reconstruct the legitimacy of the House of Representatives (DPR) amidst a crisis of public trust. Through a combination of classic rhetoric (ethos, pathos, logos) and the use of various media platforms, Puan seeks to build

⁷Su Hie Ting, "Ethos, Logos, and Pathos in University Students' Informal Request", *Journal of Language Studies*, Vol. 18, No.1, (2018) p. 238

⁸Sara Rubinelli, "Logos and Pathos in Aristotle's Rhetoric. A Journey Into the Role of Emotions in Rational Persuasion in Rhetoric", *Journal of International Philosophy*, Vol. 286, no. 4 (2018), p. 363-366

⁹Nisful Laili, Pawito, and Sri Hastjarjo, "The Image Politics of Puan Maharani in the ROSI Podcast," *Communicatus: Journal of Communication Studies* 8, no. 1 (2024): 5-8

¹⁰Nisful Laili, Pawito, and Sri Hastjarjo, "The Image Politics of Puan Maharani in the ROSI Podcast," *Communicatus: Journal of Communication Studies* 8, no. 1 (2024): 12-13

an image as a responsive, humble leader committed to the interests of the people. However, the effectiveness of this strategy depends heavily on the consistency between statements and concrete actions on the ground.

CONCLUSION

The analysis shows that Puan Maharani employed a political communication strategy focused on restoring the DPR's public image. Her statement, delivered via MediaIndonesia.com, emphasized the DPR's position as an institution that should serve the interests of the people. Her statement, "The DPR must be busy discussing the interests of the people," served as both a moral call and a symbolic reminder of the legislative institution's primary function.

Puan's acknowledgement of public criticism and response with an apology demonstrates an open and reflective communication style. This approach demonstrates an awareness that criticism is not a threat, but rather part of the dynamics of democracy. Puan presents herself as a leader who bravely assumes political responsibility and strives to rebuild public trust in the House of Representatives (DPR) through humility and communication.

In crafting her political message, Puan uses the power of rhetoric to build public trust. Ethos is evident in her demonstrated credibility and moral responsibility, pathos is present through her choice of words that appeal to the public's emotions, and logos is evident in her rational argumentation that emphasizes the importance of real change in legislative institutions. This strategy demonstrates that her communication is not merely defensive but also seeks to bridge the gap between political institutions and the communities they represent.

REFERENCES

- Aristotle. (1954). *Rhetoric* (W. Rhys Roberts, Trans.). Modern Library.
- Aryantini, P. T., Pramana, G. I., Erviantono, T., & Duarte, E. F. B. (2024). The role of social media in forming political public opinion: A case study of the 2024 election campaign. *Triwikrama: Journal of Social Sciences*.
- Dhia, R. N., Pramesti, J. A., & Irwansyah. (2021). Analysis of Aristotle's rhetoric in the scientific study of social media in persuading the public. *Journal of Communication Science*, 4(1).
- Fairclough, N. (2001). *Language and power* (2nd ed.). Routledge.
- Laili, N., Pawito, & Hastjarjo, S. (2024). The image politics of Puan Maharani in the ROSI podcast. *Communicatus: Journal of Communication Studies*, 8(1).
- Marafa, H., & Ebuziem, C. (2023). Determining the degree of appeal to Aristotelian rhetoric. *International Journal of Historical and Philosophical Research*, 11(3).
- McQuail, D. (1992). *Media performance: Mass communication and the public interest*. Sage.
- MediaIndonesia.com. (2025, October 15). *Puan says the DPR must be busy discussing the people's interests*. <https://mediaindonesia.com/politik-dan-hukum/816873/puan-sebut-dpr-harus-sibuk-bicara-kepentingan-rakyat>
- Miqdad. (2024). Political buzzers and opinion development on social media in Indonesia. *NeoRespublica: Journal of Government Science*, 5(2).
- Rubinelli, S. (2018). Logos and pathos in Aristotle's rhetoric. *Journal of International Philosophy*, 286(4).
- Sampurna, A., Hidayat, S., & Kusnandar, D. (2025). The role of social media in shaping public opinion and encouraging online participation: A case study of the 2024 presidential election campaign. *Journal of Multidisciplinary Studies*, 9(5).

Ahmad Miftah Rizky¹, Muhammad Shohibul Izar², Niken Wulandari³, Roisatunnisa⁴ / *Analysis Of Puan Maharani's Political Communication Strategy As The Chairman Of The House Of Representing Public Criticism On Reporting On Mediaindonesia.Com*

Sobur, A. (2009). *Analisis teks media: Suatu pengantar analisis wacana, analisis semiotika, dan analisis framing*. Remaja Rosdakarya.

Sulistyarini, D., Zainal, & Gustina, A. (2020). *Rhetoric textbook* (p. 24). AA Rizky.

Ting, S. H. (2018). Ethos, logos, and pathos in university students' informal requests. *Journal of Language Studies*, 18(1).