Communication aims to convey messages, provide information, and persuade the other person. The ability to communicate is needed because it impacts strengthening the quality of the arguments presented. This study aims to: 1) describe the artistic evidence contained in National Education Day speeches, namely ethos, logos, and pathos., 2) describe the five canons of rhetoric in National Education Day speeches. This research is a qualitative descriptive study. The data collection technique used is the observation and note-taking technique. The data used are utterances on National Education Day speeches which contain artistic evidence, and the five canons of rhetoric. This study uses data analysis techniques, namely content analysis. The results of this study are that there is artistic evidence and the five canons of rhetoric in National Education Day speeches: Inventio/Discovery, Dispositio/Arrangement, Style, Pronuntiatio/Delivery, and Memory. The results of this research can be used as a reference in increasing the effectiveness of communication in speeches, encouraging educational leaders to develop rhetorical skills, and can help individuals improve their speaking or writing skills.
in each paragraph, using language that varied, using emphasis on each sentence so that ideas can be conveyed appropriately. The things contained in Nadiem Makarim's speech can be called the application of rhetorical laws in speeches. Speech is a way to express thoughts and ideas using the words shown to the audience (Putra et al., 2021). Speeches aim to explain to audiences, influence people, provide understanding to audiences, and entertain audiences (Lubis, 2018). Speech can also be used to inform and influence someone (Yunanda et al., 2022). Rhetoric is used in speech. Rhetoric teaches to convey ideas elegantly and persuasive. Rhetoric is used as the art of speaking which covers all fields. Not only can it be used for political purposes, rhetoric can be used to write articles and papers (Sulistyarini & Zainal, 2020). Rhetoric can be used as an attempt to persuade or change the minds of others. At the time of the ancient Greeks, rhetoric was part of the responsibility for democracy, but in Rome rhetoric was the ability to survive in political situations (Griffin, 2019). The rhetoric that forms the basis of a speech can affect the audience so that it can change or influence someone's personality (Sari et al., 2022).

Rhetoric has several theories that can be used in composing a speech. The first assumption is that the speaker in conveying his ideas must consider the audience so that the audience gives the expected response. The second assumption, the speaker uses rhetorical evidence. Aristotle reveals that there are rhetorical proofs. Rhetorical evidence is divided into artistic and non-artistic evidence. Evidence that speakers can use is artistic evidence. According to Aristotle, there is artistic evidence in rhetoric, namely ethos, pathos, and logos (Aristoteles, 2018). The assumption of the three speakers uses rhetorical laws called The Five Canons of Rhetoric namely discovery, arrangement, style, delivery, and memory. This study examines the artistic evidence contained in speech. In addition, this research also discusses The Five Canons of Rhetoric. Aristoteles (2018) proposed five stages of rhetoric, which became known as the five rhetorical laws (The Five Canons of Rhetoric). A study of artistic evidence and the five laws of rhetoric is carried out so that the audience does not only listen to the speech but can understand what the intent of the speech is. This research also provides an understanding to the audience so they can know the right technique so that the audience can give a good speech.

This research is relevant to research conducted by Fikry (2020) regarding the representation of Aristotle's persuasive rhetorical concepts in Ismail Haniyah's Speech for Indonesian Muslims. The research shows that data related to persuasive rhetoric is obtained. The types of rhetoric contained include forensic, demonstrative, and deliberative. Content analysis techniques find the Five Canons of Rhetoric in the speech. The results of this study explain that the representation of the five canons of rhetoric concept covers all stages of the speech process. Subsequent research was conducted by Isa (2022) who examined the rhetorical evidence of Nadiem Makarim’s speech on Teacher's Day 2019. This research focused on rhetorical evidence of ethos, pathos, and logos. This study contains the results of the use of rhetoric in Nadiem's speech as evidenced by the presence of artistic rhetorical evidence. The novelty of this research is the finding of artistic evidence of rhetoric and the five canons of rhetoric in the National Education Day speech delivered by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia Nadiem Anwar Makarim. Similar research was carried out by Fadhillah & Irwansyah (2021) who examined the rhetoric in President Jokowi's speech "Unite Against Corona" as an Appeal Via Youtube Media. In addition, a similar study was also conducted by Fathurrijal (2019) who found the application of rhetorical laws on the debate stage between the 2017 DKI Jakarta gubernatorial candidates. The difference between this research and previous research is that researchers analyze artistic evidence and rhetorical laws of National Education Day speeches that should create an audience. Indonesian educators and students can improve communication skills by applying rhetoric.

2. Method

This research is qualitative. Qualitative research aims to discover events by describing in depth and detail the conditions experienced (Sugiyono, 2019). Document analysis research design with content analysis approach. The content analysis approach is used because the research object being analyzed is a form of communication from a documented document. The content analysis approach describes data that can be justified (Suharsaputra, 2018). The data sources for this research consist of three videos featuring speeches delivered by Nadiem Anwar Makarim, B.A., M.B.A., the Minister of Education, Culture, Research and Technology of the Republic of Indonesia during the National Education Day. These videos were obtained from the KEMENDIKBUD RI YouTube channel, with each speech lasting between 3 to 5 minutes. The data collected in this study mainly consists of sentences containing legal and rhetorical evidence.

The researcher employed listening and note-taking techniques while watching the speeches to gather the data. Subsequently, the speeches were transcribed into written form. The instrument development for data collection is based on Aristotle's theory (2020) to identify and analyze the artistic evidence of ethos, pathos, and logos. Additionally, Aristotle's theory is also utilized to explore the application of the five rhetorical canons, which encompass Inventio/Discovery, Dispositio/Arrangement, Style (Elocutio/Style), Delivery
(Pronuntiatio/Delivery), and Remembering (Memoria/Memory). Theoretically triangulation is applied as a validity test to ensure the study's validity. This method uses multiple theories to analyze the data, particularly sentences containing laws and artistic rhetorical evidence. The data analysis technique adopted in this study is content analysis, which involves identifying the types of artistic evidence employed and scrutinizing how the five rhetorical canons are effectively incorporated into the speeches.

3. Result and Discussion

This study analyzed the National Education Day speech delivered by the Minister of Education, Culture, Research, and Technology of the Republic of Indonesia. The objective was to identify and examine the rhetorical devices and strategies employed to convey the message and persuade the audience effectively. The analysis results demonstrate the presence of three key rhetorical proofs in the speech: ethos, pathos, and logos. Ethos refers to the appeal of the speaker's credibility, character, and authority, which can influence the audience's trust and confidence in the speaker's words. Pathos pertains to the emotional appeal used to evoke feelings and connect with the audience emotionally, aiming to elicit empathy, compassion, or other emotional responses.

Conversely, logos involves using logical arguments, evidence, and reasoning to appeal to the audience's rational thinking and intellect. The Minister's speech effectively employed these rhetorical proofs to establish credibility, evoke emotions, and present logical arguments supporting the educational initiatives and policies discussed in the speech. By integrating ethos, pathos, and logos, the Minister aimed to create a compelling and persuasive speech that resonated with the audience and reinforced the importance of education in the nation's development.

A. Artistic Evidence of Rhetoric

According to Aristotle, rhetoric encompasses three artistic proofs: ethos, pathos, and logos. Ethos, often referred to as the speaker's character, represents the use of credible and ethical evidence that the audience recognizes and trusts. Pathos, on the other hand, revolves around the speaker's efforts to evoke emotions and sentiments among the listeners, aiming to sway their emotions and elicit a response. Lastly, logos pertains to the presentation of logical and rational arguments by the speaker to appeal to the audience's reasoning and intellect. Ethos is based on credibility and trustworthiness, wherein the speaker seeks to establish a positive impression and gain the audience's confidence. By projecting a sense of honesty, competence, and integrity, the speaker can effectively align themselves with the audience's values and beliefs, thus increasing the persuasiveness of their message. Pathos involves using emotional appeals to connect with the audience more deeply. The speaker can engage the audience's emotions and foster a strong emotional connection by eliciting emotions such as sympathy, compassion, enthusiasm, or even outrage. This emotional resonance can significantly influence the audience's attitudes and actions. As the third artistic proof, logos emphasizes the importance of logical and coherent arguments in the speech. The speaker employs sound reasoning, evidence, and supporting facts to build a compelling case for their viewpoint. This use of logic and rationality appeals to the audience's intellect and critical thinking, enabling them to make informed and well-reasoned decisions.

<table>
<thead>
<tr>
<th>Artistic Evidence of Rhetoric</th>
<th>Element</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethos</td>
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</tr>
<tr>
<td></td>
<td>Goodwill</td>
<td>7</td>
</tr>
<tr>
<td>Pathos</td>
<td>Friendliness</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Confidence</td>
<td>3</td>
</tr>
<tr>
<td>Logos</td>
<td>Enthymeme</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Example</td>
<td>2</td>
</tr>
</tbody>
</table>

Ethos, known as speaking character, is credible ethical evidence known and believed by the audience. Pathos or emotion conveyed by the speaker intending to move the audience, and logos means a logical argument conveyed by the speaker (Griffin et al., 2019). Below are the results of an ethos, pathos, and logos analysis.
Ethos

Ethos or source of credibility is the speaker's strength so that the audience can trust the words conveyed. Ethos is used to show the character of collective judgment as a leader (Hasanah, 2020). The existence of evidence of ethos in a speech can be indicated by three elements: the perceived intelligence of the speaker, the virtuous character demonstrated by the speaker, and the speaker's goodwill and intent. Perceived intelligence can be observed in the speaker's ability to convey thoughts and beliefs convincingly. The audience assesses the speaker's character based on their perception of the speaker as genuine and honest. Additionally, the audience evaluates the speaker's positive intent and purpose as evidence of goodwill. The National Education Day speech delivered by the Minister of Education, Culture, Research, and Technology of the Republic of Indonesia exhibits ethos through perceived intelligence and goodwill. The Minister effectively displayed intellectual competence in the speech that resonated with the audience. The audience perceived the Minister as having a virtuous character, which added to the credibility of the speech. Moreover, the Minister's positive intent and purpose were evident, fostering a sense of trust and goodwill among the audience.

“All the positive changes that we are carrying out together have not only been felt by parents, teachers and students in Indonesia, but have been echoed to other countries through the Indonesian presidency at the G20 summit. This year we proved ourselves that we are no longer just followers, but leaders of the world recovery movement.”

“Semua perubahan positif yang kita usung bersama ini tidak hanya dirasakan oleh para orang tua, guru, dan murid di Indonesia, tetapi sudah digaungkan sampai ke negara-negara lain melalui presidensi Indonesia di konferensi tingkat tinggi G20. Tahun ini kita membuktikan diri bahwa kita tidak lagi hanya menjadi pengikut, tetapi pemimpin dari gerakan pemulihan dunia.”

The snippet of the speech above shows that the speech delivered by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia has evidence of perceived intelligence. Aristotle revealed that perceived intelligence is not only related to academic activities. Perceived intelligence is related to the speaker's intelligence, the audience assesses the level of intelligence with the inequality of beliefs they have (Saputri & Pamungkas, 2021). In the above sentence the Minister of Education, Culture, Research and Technology of the Republic of Indonesia wants to convince the audience that changes in Indonesia’s education in a positive direction have been echoed at the G20 Conference. This shows the speaker's level of intelligence in terms of introducing positive changes in Indonesian education on the international stage. The following is an excerpt from the speech of the Minister of Education, Culture, Research and Technology of the Republic of Indonesia which contains evidence of goodwill.

“All the positive changes that we are carrying out together have not only been felt by parents, teachers and students in Indonesia, but have been echoed to other countries through the Indonesian presidency at the G20 summit. This year we proved ourselves that we are no longer just followers, but leaders of the world recovery movement.”

“Semua perubahan positif yang kita usung bersama ini tidak hanya dirasakan oleh para orang tua, guru, dan murid di Indonesia, tetapi sudah digaungkan sampai ke negara-negara lain melalui presidensi Indonesia di konferensi tingkat tinggi G20. Tahun ini kita membuktikan diri bahwa kita tidak lagi hanya menjadi pengikut, tetapi pemimpin dari gerakan pemulihan dunia.”

The excerpt of the speech above reveals that the Minister of Education, Culture, Research and Technology of the Republic of Indonesia said it word for word in simple language but has deep meaning. The word "my brothers and sisters" states that the Minister of Education, Culture, Research and Technology of the Republic of Indonesia wants to always be close to an audience that has been considered brothers. The sentence also conveys positive things and can motivate the audience. Goodwill relates to the positive assessment given by the audience to the speaker. Goodwill describes the speaker's perception that the audience understands, sympathizes, and responds. If the audience believes in the speaker, they will also believe every idea conveyed by the speaker. Aristotle argues that even though a speaker has intelligence and quality character, it is not certain that he will gain the trust of his audience (Trogaidou & Triantari, 2023). The Minister of Education, Culture, Research and Technology of the Republic of Indonesia said he wanted to get closer to the audience by using simple language that the whole community could understand.
Pathos

Pathos, also known as emotional evidence, can significantly impact the audience when the speaker effectively conveys emotions or feelings while delivering a message. A speech can evoke various emotions, such as anger, tranquility, friendliness, hatred, pity, confidence, admiration, and envy. These emotions play a crucial role in connecting with the audience on a deeper level and influencing their attitudes and perceptions. When a speaker expresses emotions like anger, it can ignite a sense of urgency or passion among the audience, urging them to take action. Conversely, conveying calmness can be soothing, instilling a sense of trust and confidence in the speaker's message. Demonstrating friendliness fosters a positive atmosphere and encourages receptivity to the speaker's ideas. When expressed with caution, hatred can evoke strong reactions and rally support for a cause. Pity can evoke empathy and a desire to help or support those in need. The speaker's display of confidence can inspire confidence in the audience, while admiration can create a sense of respect and admiration for the speaker's accomplishments or ideas. Envy, when used judiciously, can stimulate aspiration and motivation among the audience. The skilled use of pathos in a speech can heighten the emotional connection between the speaker and the audience, making the message more relatable and memorable. It helps to engage the audience emotionally, allowing them to connect with the speaker's perspective and experience the subject matter personally.

In the context of the National Education Day speech delivered by the Minister of Education, Culture, Research, and Technology of the Republic of Indonesia, pathos was effectively utilized to evoke empathy and admiration. The Minister's heartfelt expression of compassion for the challenges faced by students and educators resonated with the audience, eliciting a sense of empathy and support. Furthermore, the Minister's display of admiration for the dedication and achievements of educators instilled a sense of pride and respect among the audience. By harnessing the power of emotions, the Minister effectively conveyed the importance of education and garnered support for educational initiatives. The strategic use of pathos in the speech created a powerful connection between the speaker and the audience, enhancing the persuasive impact of the message. This analysis highlights the significance of emotional evidence in public speaking and its potential to sway the audience's emotions and perspectives. The study emphasizes the importance of utilizing pathos with authenticity and sensitivity to create a meaningful and impactful speech that resonates with the audience on a profound level (Aristoteles, 2018). Friendliness was shown by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in his National Education Day speech. Here are sentences that show hospitality.

[1] “My fellow countrymen and brothers and sisters.”
“Saudara-saudariku sebangsa dan setanah air.”

“Para penggerak Merdeka Belajar di seluruh Indonesia yang saya banggakan.”

In the two statements, the Minister of Education, Culture, Research and Technology of the Republic of Indonesia conveyed sentences that show friendship, intimidation and kinship. Friendliness wants friendship, brotherhood, respect and admiration (Isa, 2022). These two sentences are used to start a conversation and as a form of hospitality to the audience. Confidence was shown by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in his National Education Day speech. Here are sentences that show confidence.

[1] “Proof that we are much tougher than all challenges, braver than doubt and not afraid to try. We cannot only get through, but stand at the forefront to lead recovery and awakening.”
“Bukti bahwa kita jauh lebih tangguh dari semua tantangan, lebih berani dari rasa ragu dan tidak takut untuk mencoba. Kita tidak hanya mampu melewati, tetapi berdiri di garis depan untuk memimpin pemulihan dan kebangkitan.”

[2] “This year we proved ourselves that we are no longer just followers, but leaders of the world recovery movement.”
“Tahun ini kita membuktikan diri bahwa kita tidak lagi hanya menjadi pengikut, tetapi pemimpin dari gerakan pemulihan dunia.”

[3] “Our steps today are getting more synchronized, our pace is getting faster. However, we haven't reached the finish line yet. Then, there is no reason to stop moving even for a moment. Going forward, there will still be stronger winds, much bigger waves, and much higher obstacles. And we will continue to hold the command, lead the recovery together, move for Freedom to Learn.”


The four statements above show that there is evidence of belief in the National Education Day speech by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia. The first sentence expresses the belief that the community is more resilient and courageous in going through challenges, namely problems caused by the co-19 pandemic. The second sentence expresses the belief that Indonesia can lead the world movement. The third sentence expresses confidence in restoring education in Indonesia. Confidence can be interpreted as having a hope. Someone who often faces difficulties and successfully deals with them has confidence in himself (Blancke & Boudry, 2022). Nadiem Makarim convinced the audience about education during the Covid-19 pandemic.

Logos

Logos is a logical proof of an argument in speech (Oktiani & Putri, 2023). Logos is a persuasion that uses logic, reasoning, and facts (Agustina, 2022). Logos is often used in the presentation of evidence in court. Logos is evidence that prioritizes speakers conveying rational arguments (Dhia et al., 2021). Aristotle focused the proof of logos into two forms: entimem and example (Saputri & Pamungkas, 2021). Enthymeme is the process of compiling logical informative topics, opinions, and data.

[1] “During the last two years, we have faced many challenges never imagined. In fact, we may never even imagine that all of us could handle it.”

“Selama dua tahun terakhir, banyak sekali tantangan yang harus kita hadapi bersama, yang tidak pernah terbayangkan sebelumnya. Bahkan, kita mungkin tidak pernah membayangkan bahwa kita semua dapat mengatasinya.”

In this sentence, the Minister of Education, Culture, Research and Technology of the Republic of Indonesia stated that the last two years, 2020 and 2021, were very difficult due to the Covid-19 pandemic. In this sentence, the sentence also convinces the audience in the success of dealing with a pandemic.

[2] “The Merdeka Curriculum, which started as an effort to help teachers and students during a pandemic, has proven to be able to reduce the impact of loss of learning. Now the Independent Curriculum has been implemented in more than 140,000 educational units throughout Indonesia. It means that hundreds of thousands of Indonesian children have learned in a way that is far more enjoyable and liberating.”

“Kurikulum Merdeka, yang berawal dari upaya untuk membantu para guru dan murid di masa pandemi, terbukti mampu mengurangi dampak hilangnya pembelajaran. Kini Kurikulum Merdeka sudah diterapkan di lebih dari 140.000 satuan pendidikan di seluruh Indonesia. Itu berarti
In this sentence there is the fact that the independent curriculum, an emergency curriculum created during the Covid-19 pandemic, was able to overcome the impact of learning. With the enactment of an independent curriculum, education can continue. Data on hundreds of thousands of Indonesian children also strengthened the argument that the independent curriculum can work well.

[3] “We continue to work on four improvement efforts together with various elements of society. First, infrastructure and technology improvements. Second, improving policies, procedures and funding, as well as granting more autonomy to educational units. Third, improvement of leadership, community, and culture. Fourth, improvement of curriculum, pedagogy, and assessment.”


This sentence contains the fact that the government has made efforts to improve education. The Minister of Education, Culture, Research and Technology of the Republic of Indonesia provided evidence of four settlement efforts to support this argument.

[4] “…. ten episodes of Merdeka Learning have been launched and there will be many more Merdeka Learning breakthroughs that we will do.”

“…. sepuluh episode Merdeka Belajar telah diluncurkan dan akan masih banyak lagi terobosan-terobosan Merdeka Belajar yang akan kita lakukan.”

This sentence contains the fact that the government has launched ten episodes of Merdeka Belajar which are used as a response to educational disasters during the Covid-19 pandemic.

[5] “For the first time, teachers are doing online or online, using new tools or devices, and realizing that learning can actually happen anywhere.”

“Untuk pertama kalinya, guru-guru melakukan secara daring atau online, menggunakan tools atau perangkat baru, dan menyadari bahwa sebenarnya pembelajaran bisa terjadi di manapun.”

"First time" is used as evidence for something that has never been done before. The Covid-19 pandemic is a fact that there is a disaster that can make education decline. However, evidence is added, namely using new tools or devices that can make learning flexible anywhere.

Enthymeme states something logically without including something previously known (Isa, 2022). The speech mentions logical facts without prior knowledge.

Embedding example includes facts submitted by third parties (Aisyah, 2022).

[1] “… realizing Freedom of Learning will be more quickly realized. Take care, take care, take care. Promote, love, and care for each other for one goal: superior human resources, advanced Indonesia.”
“... mewujudkan Merdeka Belajar akan semakin cepat terlaksana. Silih asah, silih asuh, silih asih. Saling memintarkan, saling menyayangi, saling memelihara, demi satu tujuan: SDM unggul, Indonesia maju.”

In that sentence, the Minister of Education, Culture, Research and Technology of the Republic of Indonesia revealed an example of making superior human resources so that Indonesia could be more advanced. As an example of realizing Independent Learning by encouraging, loving, and nurturing one another.

[2] “… However, effective education requires effective collaboration of these three things: teachers, students, and parents. Without that collaboration, effective education is not possible.”

“…Tetapi, pendidikan yang efektif itu membutuhkan kolaborasi yang efektif dari tiga hal ini, guru, dan siswa, dan orang tua. Tanpa kolaborasi itu, pendidikan yang efektif tidak mungkin terjadi.”

The sentence contains an example of how to make education more effective by collaborating with teachers, students, and parents. An example will be strong if previously included Enthymeme first. An example is the same as the paradigm expressed by someone who makes a speech following logical reality (Isa, 2022). The speech contained real and logical examples to advance education in Indonesia.

B. The Five Canons of Rhetoric

The Five Canons of Rhetoric, or the five laws of rhetoric, are used to deliver speeches effectively (Arsani et al., 2020). If the techniques and laws of rhetoric are applied properly, the objectives of the arguments conveyed in the speech can be achieved (Anggraini et al., 2022).

**Inventio/Discovery**

Discovery raises themes or ideas in speeches to persuade the audience (Fadhilah, 2021). Presenting themes or ideas in speeches is a persuasive strategy to influence the audience. Speakers endeavor to captivate the listeners' attention and sway their perspectives by unveiling new insights or discoveries. Introducing fresh themes or ideas adds depth and relevance to the speech, engaging the audience intellectually and emotionally. Skillful speakers utilize this persuasive approach to appeal to the audience's curiosity and spark their interest in the subject. When a speaker introduces discoveries, it piques the audience's curiosity and encourages them to explore the subject further. The revelation of novel ideas or themes can generate excitement and create a sense of anticipation among the listeners. Moreover, the speaker's ability to eloquently present these discoveries can enhance their credibility and authority on the topic, further reinforcing the persuasive impact of the speech.

A well-structured speech incorporating significant discoveries can instigate a thought-provoking dialogue among the audience, fostering a deeper understanding and appreciation for the subject. This approach allows the speaker to connect with the listeners intellectually, encouraging them to reflect on the implications and applications of the newfound knowledge. In the context of the National Education Day speech delivered by the Minister of Education, Culture, Research, and Technology of the Republic of Indonesia, the presentation of remarkable discoveries related to innovative educational approaches captured the audience's attention. These discoveries shed light on cutting-edge teaching methodologies and learning techniques, inspiring the audience to consider the transformative potential of education in shaping a brighter future.

In conclusion, incorporating new themes and ideas in speeches is crucial in persuasive communication. Speakers can successfully engage the audience and influence their attitudes and behaviors by introducing discoveries that stimulate curiosity and encourage intellectual exploration. When skillfully executed, this persuasive approach can be a powerful tool in conveying meaningful messages and inspiring positive change.

<table>
<thead>
<tr>
<th>Table 2. Canon of Rhetoric</th>
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<tbody>
<tr>
<td><strong>Canon of Rhetoric</strong></td>
</tr>
<tr>
<td>----------------------------</td>
</tr>
<tr>
<td><strong>Inventio/Discovery</strong></td>
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<td><strong>Discovery</strong></td>
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</table>
The Minister of Education, Culture, Research and Technology of the Republic of Indonesia's 2022 National Education Day speech contains responses regarding the pandemic that has occurred over the last two years. The Minister of Education, Culture, Research and Technology of the Republic of Indonesia raised the theme of post-pandemic handling of Covid-19. This statement is useful to raise the spirit of the community to fight against the pandemic. The speech also mentioned efforts and breakthroughs to overcome educational problems during the pandemic. The Speech of the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in 2021, there was a sentence that persuaded the public, namely reusing Ki Hajar Dewantara's thoughts. In this speech it was found that people are easy to persuade so they use expressions that contain a lot of motivation.

In the National Education Day speech of the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in 2020, a new discovery was made, namely the theme of learning during the Covid-19 period. Learning at this time first used a new device that made it possible to learn remotely. Discovery refers to the concept of assigning meaning to symbols through an interpretation (Saputri & Pamungkas, 2021). Discovery uses logic and evidence as material to strengthen an argument in speech (Fathurrijal, 2019). Nadiem Anwar Makarim revealed the findings in each of the speeches he delivered to persuade the audience.

**Disposition/Arrangement**

Composition refers to the procedures for preparing speeches so that the audience can better understand the contents of the speech delivered.

<table>
<thead>
<tr>
<th>Table 3. Canon of Rhetoric</th>
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</thead>
<tbody>
<tr>
<td><strong>Canon of Rhetoric</strong></td>
</tr>
<tr>
<td><strong>Disposition/Arrangement</strong></td>
</tr>
<tr>
<td>2022</td>
</tr>
<tr>
<td>2021</td>
</tr>
<tr>
<td>2020</td>
</tr>
</tbody>
</table>

The preparation of the Hardiknas speech by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in 2022, namely: (1) begins with greetings in various religions that are recognized in Indonesia. The purpose of this greeting is to respect every religious community living in Indonesia; (2) giving positive sentences, namely that the Indonesian people are able to deal with the pandemic well; (3) reveal how to deal with the Covid-19 pandemic which has an impact on Education; (4) giving an appeal so that the community continues to move forward in dealing with the Covid-19 pandemic.

The preparation of the Hardiknas speech by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia for 2021, namely: (1) begins with greetings from various religions in Indonesia. Every religious community in Indonesia is intended to be valued and upheld; (2) provide facts in the form of history, namely Ki Hajar Dewantara, born on May 2 to the day of his birth, is commemorated as National Education Day. By providing facts, the audience will remember what Ki Hajar Dewantara has fought for; (3) providing motivation so that students become more enthusiastic so they can achieve their goals with confidence; (4) expressed an attitude, namely the Minister of Education explained that the Government of Indonesia had made efforts to improve learning in Indonesia, more precisely during the Covid-19 pandemic; (5) giving praise to the Indonesian people so that the listening audience is flattered. This can have a positive impact on the audience.

The preparation of the Hardiknas speech by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in 2020: (1) expressing greetings and greeting the attending audience. This can make the audience feel respected so as to create a positive impression; (2) provide facts related to the ongoing pandemic, namely Covid-19. This makes the audience more aware of the events that are happening. The Covid-19 pandemic has brought a decline in education in Indonesia; (3) express attitudes related to giving direction to the audience when facing the Covid-19 pandemic; (4) provide motivation and praise to the audience. It can evoke a positive atmosphere.

The arrangement is used to compile the information to be conveyed to the audience by paying attention to the relationship between people, symbols, and the context in the speech (Saputri and Pamungkas, 2021). Composition is an organization in speech (Arsani et al., 2020). The speech delivered by the Minister of Education Nadiem Anwar Makarim has been prepared by maintaining structure, conveying information according to context which can increase the speaker's credibility.
Gaya (Elocutio/Style)

Style in communication involves presenting ideas engaging and captivatingly to capture the audience's attention effectively. By using a compelling and interesting approach, the speaker can pique the audience's curiosity and maintain their focus throughout the communication process. Employing a captivating style not only enhances the audience's engagement but also aids in conveying the message more effectively, leaving a lasting impact on the listeners. An engaging communication style encompasses various elements, such as using vivid language, employing storytelling techniques, incorporating humor, and utilizing rhetorical devices. By employing these techniques, the speaker can create a memorable and enjoyable experience for the audience, making the information more relatable and accessible.

Furthermore, an effective communication style allows the speaker to connect with the audience on a deeper level, fostering a sense of rapport and understanding. When the audience feels connected with the speaker, they are more likely to be receptive to the message and influenced by the ideas presented. Overall, mastering the art of style in communication is essential for any speaker or communicator. It ensures that the audience remains attentive and engaged and facilitates the successful transmission of ideas and messages, leading to a more impactful and persuasive communication experience.

Table 4. Canon of Rhetoric

<table>
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<th>Canon of Rhetoric</th>
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<td></td>
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</tbody>
</table>

The style used by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia in his 2022 National Education Day speech was to the point and used a variety of language styles to attract and influence the audience. At the beginning of the opening greeting, the audience was thanked for fighting together and following the advice of the Indonesian government. The style of the 2021 National Education Day speech by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia is to greet and respect the audience. This makes the audience feel valued. The content conveyed in the speech seemed to be to the point and directly targeted its purpose. So that it can make the audience immediately understand the purpose of the speech conveyed.

The style of the 2020 National Education Day speech by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia is to use greetings and respect to appreciate the audience present. Delivering content to the point so that it directly targets the audience. Language with elements of pathos to attract the attention of the audience. In addition to attracting feelings, the use of language is intended to make the audience react. In addition, statements of thanks and flattery are also used to attract the audience's emotional feelings so that their hearts can be moved. Style is used so that the audience can remember well the purpose of delivering a speech (Fathurrijal, 2019). The style of speech delivered is targeted precisely without the need to use long-winded language. Besides that, interesting language is used so that the audience can feel and understand the meaning of the speech delivered.

Pronuntiatio/Delivery

Submission is closely related to public speaking. Oral delivery focuses on intonation, sound, and duration. Delivery is also related to paralinguistic aspects, namely gaze, gestures, and facial expressions (Fadhillah & Irwansyah, 2021). Delivering a speech can be done by reading a script, memorizing a script that has been prepared beforehand, extemporaneously, namely by making a framework or it can also be spontaneous (Fikry, 2020).

Table 5. Canon of Rhetoric

<table>
<thead>
<tr>
<th>Canon of Rhetoric</th>
<th>Speech</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pronuntiatio/Delivery</td>
<td>2022</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2021</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2020</td>
<td>4</td>
</tr>
</tbody>
</table>

The 2022 National Education Day speech delivered by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia used (1) script reading techniques; (2) minimal gestures occur during speech delivery; (3) eyes are often looking at the audience (4) intonation is done correctly plus emphasis
is placed on certain words so that the audience pays attention and understands the intent of the contents of the speech. The 2021 National Education Day speech delivered by the Minister of Education, Culture, Research and Technology of the Republic of Indonesia, namely (1) using a script reading technique; (2) occasional glances at the audience; (3) body standing straight and minimal body movement; (4) the articulation is clear and the intonation used is appropriate.

The 2020 National Education Day speech delivered by the Minister of Education, Culture, Research and Technology of Indonesia used (1) a text memorization speech technique; (2) a firm gaze towards the camera as if looking directly at the audience; (3) the body is minimally moved and the body is straight; (4) intonation emphasizes every important word and articulation in conveying speech clearly. Natural delivery can persuade the audience (Sameer, 2023). Delivering effectively can reduce the speaker's tension when delivering a speech (Saputra et al., 2022). When delivering a speech, Nadiem Anwar Makarim used techniques of reading and memorizing texts, eyes were often directed towards the audience, minimal gestures, and emphasized words that were considered important.

**Memoria/Memory**

- When the focus is on the audience, the speaker can adapt their communication style, tone, and language to suit the listeners' preferences and level of understanding. By acknowledging the audience's perspective and addressing their potential questions or doubts, the speaker can establish a sense of rapport and trust, fostering a more receptive and attentive audience. In conclusion, by shifting the attention to the audience, the speaker can create a more impactful and meaningful communication experience. Understanding the audience's needs and preferences allows the speaker to deliver a tailored and relevant message, ensuring that the communication resonates with the listeners and achieves its intended purpose. Speeches should make an impression on the audience's memory (Fikry, 2020).

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**Table 6. Canon of Rhetoric**

<table>
<thead>
<tr>
<th>Canon of Rhetoric</th>
<th>Speech</th>
<th>Jumlah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memoria/Memory</td>
<td>2022</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2021</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2020</td>
<td>1</td>
</tr>
</tbody>
</table>

The 2022 Hardiknas Speech The Minister of Education, Culture, Research and Technology of the Republic of Indonesia expressed his praise for the audience, namely the Indonesian people. Praise was repeatedly expressed as a form of appreciation for the general public, educators, and cultural actors who survived during the pandemic. Apart from praise, the speech also conveyed a call to the audience always to be vigilant and not stop struggling in the face of upcoming obstacles. So that the audience can remember, praise and exclamation are repeated several times with a different emphasis on each sentence. The 2021 Hardiknas Speech by the Minister of Education, Culture, Research and Technology of Indonesia used aspects of past memories, namely Ki Hajar Dewantara's struggle in the world of education. The past memory aspect is used as an effort to encourage students and educators to always strive in the world of education so that they can be more advanced and qualified. The speech also allowed the audience to overcome educational problems by finding solutions. So that a brilliant world of education can be created.

2022 Hardiknas Speech The Minister of Education, Culture, Research and Technology of Indonesia appealed to the audience in dealing with educational problems during the Covid-19 pandemic. Sentences containing exclamations are repeated several times so the audience can pay attention and remember the message. Increasing empathy and solidarity in society is called for as an effort to deal with the ongoing pandemic. The speaker must remember what will be conveyed (Fathurrijal, 2019). This is used so that the audience is sure of the arguments presented so they can remember them. The message conveyed in a speech can make an impression on the audience's memory.

4. Conclusion

This research was based on Aristotle's theory, which introduced three artistic proofs of rhetoric: ethos, pathos, and logos. The National Education Day Speech exemplifies Aristotle's rhetoric, as it contains various forms of artistic evidence. These include (1) ethos, demonstrated through perceived intelligence and goodwill; (2) pathos, represented by friendliness and confidence; and (3) logos, illustrated through enthymemes and examples. Additionally, Aristotle's theory of the five canons of rhetoric, which encompass Inventio/Discovery, Arrangement (Dispositio/Arrangement), Style (Elocutio/Style), Delivery (Pronuntiatio/Delivery), and Memory (Memoria/Memory), is evident in the National Education Day speeches. These aspects contribute to
the effectiveness and persuasiveness of the speeches. It is essential to acknowledge that this study may have limitations in terms of generalizability, as it solely focuses on the National Education Day speeches of 2022. Consequently, the conclusions derived from this research may not be universally applicable to other speeches or diverse contexts. Nonetheless, the findings of this study can serve as a valuable reference for crafting speeches. By applying the insights gained from this research, students, institutions, and the general public can better understand the principles behind compelling speeches, enabling them to convey their intended messages effectively. Understanding the artistic laws and the five canons of rhetoric empowers audiences to grasp the speaker's message more comprehensively, enhancing their attentiveness and focus. As a result, positive messages conveyed through speeches are more likely to be remembered and have a lasting impact. For future research, a deeper exploration of each rhetorical canon can be undertaken to understand their individual contributions to persuasive communication better. Such endeavors will further enrich the knowledge and application of rhetoric in various contexts and public speaking settings.

5. Declaration of Conflicting Interest
There is no conflict of interest concerning the publication of this paper.

6. Acknowledgments
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