

ANALYZING SPEECH ACCOMMODATION MODEL IN 1st DEBATE OF THE 2024 INDONESIAN PRESIDENTIAL CANDIDATES

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Article Info	Abstract
Article History Received: February 2024 Revised: March 2024 Published: April 2024	<i>This research critically analyzes the communication accommodation model employed by presidential candidates during the General Election (PEMILU) in 2024. This research utilizes a qualitative descriptive method that covers observation, transcription, data analysis, and documentation. The theory helps the researcher reveal several key insights into how candidates strategically adapt their language to connect with different audiences and achieve their communication goals. Moreover, the analysis highlights the dynamic nature of accommodation, with candidates shifting their linguistic styles based on situational factors such as the topic of discussion, the perceived attitudes of the audience, and rhetorical strategies employed by their opponents. The study provides valuable insights into the complex interplay between language, identity, and power in the context of political communication. By examining how candidates navigate linguistic diversity and negotiate their rhetorical stance, readers acquire a deeper understanding of the strategies employed to engage, persuade, and mobilize voters in pursuing electoral success. And detail model used by all candidates is summed up as follows; inward convergence, outward convergence, divergence, con in dive accommodation, and over-accommodation. The results of this research contribute to the development of theory by identifying new types of tactics used in accommodating others namely con in dive accommodation, and another implication is also to the readers in general can apply model of communication accommodation in the real life.</i>
Keywords Communication accomodation theory; Presidential candidates; Debate; Speech accommodation;	
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INTRODUCTION

This research critically analyzes the communication accommodation model employed by presidential candidates during the General Election (Pemilu) in 2024. The candidates were required to participate in debates moderated by the General Election Commission (KPU) to demonstrate their academic prowess. Verbal and non-verbal communication techniques were utilized by each candidate to present their arguments. The current researcher reveals that debaters use communication tactics to accommodate their opponents. Hence, this study aims to scrutinize the speech accommodation model, and the researcher is eager to unveil what type of communication accommodation model was applied by the contestants in the first debate. While previous researcher Astiandani et al., (2022) have conducted various types of speech research, the topic of communication accommodation is relatively new and has not yet been explored. The researchers in question claim to be more focused on the type of speech used by Biden.

In other research, Sulistyo & Khristianto (2017) have also mentioned Trump's success in influencing his sympathizers through his best narrative or discourse, leading to his election as president in 2017. The difference between the two articles is in the discourse's content and the theory used. Politics is a pillar of power to support state life in all areas of life, including political, economic, social, and educational. And to harmonize these languages plays an important role in the success of the political program. It is not uncommon for well-organized

discourse to ensnare potential sympathizers into supporting potential leaders and supporting the program that will be executed. The impact of language behavior has long been performed by (Labov, 1966) with shopkeepers in several supermarkets in NYC, and his research shows that respondents with different stratifications show quite careful use of language. From this viewpoint, the academicians believe that the language is firmly close to the users of the language. Hence, the speakers of any language are labeled through the language they use. It does not merely depict the culture of the users but also attitude. A similar idea has also been elaborated by (Bayram, 2010).

Bayram (2010:25) conducted a study on political speeches made by Erdogan, which revealed that language behavior plays a significant role in shaping the image of language users, particularly for certain individuals and groups. Erdogan's language is easily understood by his constituents and can effectively influence his listeners. This shows the power of language that is employed by people worldwide, especially presidential candidates who seek the sympathy of the wider community. The judgment about the truth and the suitability of personality is subjective, which is why Bayram (2010:25) views language behavior through two aspects: mentalist and behaviorist view. These two aspects can help us see things objectively since they involve logic and rationale. Trudgill (1992:44), on the other hand, describes the language attitude of speakers through the dialect and accent of their language. However, the ideas from both experts cannot be blatantly rejected given the social circumstances. These aspects live closely in society and become part of people's characters. Therefore, Holmes (2013:344) also confirms in his book that language behavior is a reflection of the language user and the use of that language. In this study, we will look at language use from the macro level, namely the situation and function of communication, as well as at the micro level, namely how the verbal interactions of language users communicate their ideas in front of the public. Through this political speech, we will see from two perspectives that are applied in the debate.

Politics is an art of life that involves many aspects such as power and opportunities to achieve goals. This is reflected in all contestants, especially presidential candidates participating in the election, who use the opportunity to socialize with interesting rhetoric. Good rhetoric is believed to attract sympathizers and transform them into permanent voters. Vidhiasi (2020) confirms that rhetoric can be used to influence people not only during campaigns but also in debates. Many contestants have won the contest because their narratives were packaged quite interestingly. According to Skavortsova's study in 2017, political speech encompasses almost every aspect of interactions that occur within societies. Particularly, it works well to influence others, as seen in daily conversations through the language used to provoke the interlocutors. However, similar claims about discourse in political speech lead to the specific goal of communication (Amaghlobeli, 2018; Vidhiasi, 2020). Political speech often depicts the ability of speakers to convince the listeners to construct something special. Furthermore, Bayram (2010) confirms that language use has the power to view an abstract concept.

The latest issue lately is about the presidential candidate debate for the general election of 2024. The all candidates elaborate their ideas through language with good rhetoric and they show political debate. We believe that each candidate use his techniques to win the minds of their constituents or the public, and as a result, he wins the competition with social participation. This viewpoint is also in line with (Kenzhekanova, 2015) the discourse on politics is not about communication merely but also about how the public possesses togetherness to participate in the election. As we see the facts show, there is current phenomena often show that the level of voter participation is very low, so positive energy is needed through debates or contests of ideas. There is a strong belief that the results of the debate will have a very significant impact on the debate audience in determining their choice in the 2024 election. In this case, there are at least two factors that we can perceive as determining a change of mind regarding voting, the first

factor is because the content of the debate conveyed is by the facts in the field, and the second is because of the language factor, namely the speaker's expertise in rhetoric.

Another similar activity of research is Suputra (2020) focusing his analysis on the use of two model of accommodation used by the students in Ganesha University. He found the possibilities for students to use the types of accommodation in all circumstances. On the other hand Hariyati (2020) focuses her analysis on the use of CAT by adjusting the volume, words, intonation to make the interlocutors are easier to converge. The similarity of the reference and the current research is on the theory used to cover the analysis. While the difference on the viewpoint of analysis, the current research only searches for the model of accommodation model, whilst the reference focuses on the motive of doing accommodation. however, both papers contribute a lot to the current work to develop the analysis.

Giles' Speech Accommodation Theory (SAT)

Speech Accommodation Theory (SAT) was first introduced in 1973 by Giles as a way to mobilize accents and improve communication between interviewers and interviewees (H. Giles, 2016). This theory has become a blueprint and legacy for all communicators to follow. Communication requires interaction, whether it is personal or group, direct or indirect. According to Giles and Ogay in Whaley & Samter (2006:294), communication is not just about conveying ideas, emotions, and information but also has a lot to do with the socio-historical context of society. Each speaker needs to calibrate their attitude and language to effectively communicate with the listener. Various strategies are required for calibration, such as convergence and divergence, while overaccommodation is also possible. SAT aims to help communicators maintain psychological distance from their interlocutors. To bring a person's psychological distance closer, communicators accommodate, whereas to show differences, they diverge (H. Giles et al., 1991a).

However, because accommodation theory involves almost all aspects of communication, not only verbal aspects but also non-verbal aspects. Thus, Speech Accommodation Theory (SAT) changed to Communication Accommodation Theory (CAT). The existence of this theory is to predict the tendencies of communicants in responding and acting. So, in order to achieve harmonization, communicators must be observant in seeing the person they are talking to. Again CAT does not only focus on the language conveyed, but the way the message is conveyed and symbols attached to the communicants are also included (Gallois et al., 2005; H. Giles & Ogay, 2007; R. L. West & Turner, 2021). Another scholar Nurliana (2020) has also researched the communication strategy focuses on the students' communication. Thus, Giles' communication accommodation theory helps explain how communicators or debaters maximize their communication accommodation style during the debate. This theory contributes a lot to the current research, and provide extended idea to develop the CAT.

Convergence

Convergence is a technique used to ensure effective communication by adapting to the person you are communicating with. The communicator makes adjustments in their words, expressions, and gestures to create similarities with the person they are talking to. This minimizes differences and helps achieve the desired outcome of the conversation. The concept of convergence is highly effective in achieving the goals of communication (H. Giles & Smith, 1979). Doing convergence with the interlocutor means the speaker possesses a positive perception, the speakers are likely doing convergence to whom they think have similarities (R. West & Turner, 2021) they proposed that the communicators will be attracted to those with similar characteristics. Scholars seem to conclude that convergence is a favorable strategy to accommodate the interlocutor.

Without realizing it, we often do convergence in everyday life to achieve mutual understanding or achieve communication goals, so that communicators can lead to social

approval (H. Giles et al., 1991a). Doing convergence leads interactants to possess effective communication at last. Hence, this is the reason people do convergence. People do converge because they think that they have a similar belief in each other, hence to minimize the difference the speaker tends to meet the strategy (H. Giles & Smith, 1979; Muhid, Machmoed, Yassi, et al., 2020). Convergence is often carried out by communicators in interaction. The trigger is the existence of the same perception of each other to reach the point of harmonization of communication and avoid conflict in interaction (R. L. West & Turner, 2021).

Divergence

Divergence and convergence are two opposite concepts in communication. While convergence focuses on finding common ground with the interlocutor, divergence emphasizes the differences between them. The purpose of divergence is to maintain the identity of each individual in the conversation. The way they diverge is led in two ways: 1) because the speakers have different languages, and 2) because the speakers really on purpose shift the language behavior from their interlocutor (Bakonyi, 1958; Labov, 2010b). It can involve using different strategies to differentiate oneself from the other person. In simple words, divergence is often referred to as 'maintenance'. This concept was first introduced by Tajfel in 1978 and later expanded on by (Tajfel, 1978; R. West & Turner, 2010).

Divergence in conversation warrants attention as it is not solely attributed to speakers' inattentiveness during discourse; rather, individuals opt to diverge for various reasons. These reasons may include the desire to uphold social status, preserve ethnic identity, or adhere to cultural norms (Muhid, Machmoed, & Hakim Yassi, 2020). Consequently, divergence becomes a common occurrence in conversations, often reflecting power differentials among participants, particularly in socio-economic contexts. Within such interactions, participants frequently employ verbal and non-verbal cues to assert their identities and establish their positions within the social hierarchy.

Over-accommodation

Over-accommodation is often viewed negatively by the person you are speaking to or others who witness it. This is because it can be seen as excessive and condescending. Many people find over-accommodation to be an obstacle to effective communication (H. Giles et al., 1991b). The first debate of the 2024 presidential candidates was broadcast on TVRI on December 12, 2024. The event highlighted the importance of excellent verbal communication skills. The way communicants deliver their message to the public is crucial in determining the quality of their lives. They must be able to accommodate their debate opponents and audience directly, creating a discourse that captures their attention. The debaters' ability to integrate messages with the public's social background can mobilize public opinion and support. This is due to the similarity in background between the listeners and the message being conveyed. However, the appearance of an over-accommodative response may end in the humiliation of the interlocutor. The speakers provide the accommodation too excessively which lead to negative effect at the end.

In their examination of over-accommodation, R.L. West and Turner (2021:397) delineate two distinct categories. Firstly, sensory over-accommodation addresses situations where one party accommodates the sensory needs of the interlocutor, particularly concerning hearing or physical impairments. In such cases, speakers often augment verbal communication with a plethora of non-verbal activities to enhance the comprehension of the message by the interlocutors. Secondly, dependency over-accommodation emerges as a form of control exerted by the speaker over the interlocutor during conversation, often compelling adherence to the speaker's prescribed rules. This phenomenon is frequently observed in interactions involving newcomers, wherein individuals are coerced into conforming to established conversational norms and expectations.

MATERIALS AND METHOD

Research Design

This study aims to scrutinize the speech accommodation model, and the researcher is eager to unveil what type of communication accommodation model was applied by the contestants in the first debate. The current article uses the approach of qualitative with descriptive and interpretative types (Creswell, 1998). This research is based on documents (documentary analysis) in the form of debate dialogue in videos. The phrases and/or sentences that will be analyzed in this article are those delivered in the first debate starting from segment 1 to segment 6 of the closing statement.

Techniques of collecting data for the current research are completed in four ways: first, *observation* at this stage the researcher watched the debate carefully to obtain the data needed for this research, second, *transcription* the researcher transcribes sentences or utterances of the candidates in the video to gain comprehension carefully (Duranti, 2006), third, *analysis of the data*, the video that has been downloaded is analyzed to understand the discourse of three candidates (Dorney :2007). Fourth, *documentation* is done to the spoken words of presidential candidates in the form of the list based on the required data for the current research.

As mentioned by Adams & Miles (2023) qualitative research data do not exist in the written form merely but also can be in the form of audio, video, voice recording, and documents. In this study, the researcher only wants to show information on the communication accommodation models used by the presidential candidates in the debate. Scholars understand that this descriptive study is not trying to prove a hypothesis, but rather conveys the information as it is in the data, and does not generalize the findings to broader matters.

The current research methodology is structured around several key procedures designed to systematically analyze the verbal utterances of the candidates. These procedures involve the reduction, display, and verification of the collected data to facilitate the investigation. Firstly, the researcher initiates the process by reducing the words or phrases uttered by the candidates to extract the necessary data pertinent to the research focus, which in this case is accommodation. This reduction phase serves to streamline the dataset and isolate relevant linguistic elements for further analysis. Subsequently, the next step entails the presentation and discussion of the gathered data, with a specific emphasis on examining instances of convergence, divergence, and over-accommodation. This phase involves a comprehensive exploration of how candidates adapt their speech patterns in response to various communication dynamics, including accommodation strategies. Finally, the research concludes with a synthesis of findings and the provision of overarching conclusions derived from the analysis. This final step serves to consolidate the insights garnered throughout the research process and offers insights into the implications and significance of the observed linguistic phenomena within the context of accommodation.

All data in this research was taken from the first debate video which was broadcast on national and / or private TV, so it can be said that the research instruments used were researcher, television, and to make data selection easier, researcher used additional tools cellular telephones. Participants in this research were presidential candidate number 1 Anies Rasyid Baswedan (ARB), number 2 Prabowo Subianto (PS), and number 3 Ganjar Pranowo (GP), they are the main subjects of this research. As explained in this paper, the utterances taken are in accordance with the needs of this research.

RESEARCH FINDINGS AND DISCUSSION

The following corpus is taken from the first debate during the presentation of the vision and mission, question and answer by the 2024 Indonesian presidential candidates Anies Rasyid Baswedan (ARB), Prabowo Subianto (PS), Ganjar Pranowo (GP) dan panelists. The

utterances which are taken as main data is from video recording in *Komisi Pemilihan Umum (KPU)*. The all data already selected based on the requirement to comply the discussion.

Table 1
The Presentation of Vision & Mission

Axiom	Presidential Candidates	Discourse on segment	Kinds of Accommodation
1	ARB	1. <i>Kami mendedikasikan diri hadir untuk memberikan komitmen dari puncak sampai kebawah.</i>	Inward/outward Convergence
		2. <i>kami akan tegakkan hukum kepada siapa saja kami kembalikan marwah kehidupan bernegara yang menempatkan hukum sebagai tempat yang paling tinggi. (25⁵⁰-26⁰⁰)</i>	
		1. <i>kami akan tegakkan hukum kepada siapa saja, kami kembalikan marwah kehidupan bernegara yang menempatkan hukum sebagai tempat yang paling tinggi (25⁵⁰-26⁰⁰)</i>	Divergence
		2. <i>Banyak aturan ditekuk apakah harus dibiarkan, TIDAK! (23⁰⁰)</i>	
		3. <i>Tajam kebawah tumpul keatas & kondisi ini tidak boleh didiamkan, tidak boleh dibiarkan dan harus berubah (23⁵⁵-24¹¹)</i>	
		1. <i>Kita tegakkan apa yang perlu ditegakkan, memberantas korupsi (29⁵²-30⁰⁰)</i>	Convergence Divergence
	PS		
	GP	1. <i>Hanya ingin mendengarkan dan melihat secara langsung apa yang disampaikan oleh rakyat, apa yang dirasakan oleh rakyat (32⁰⁰-32¹⁰)</i>	Convergence/symbolic convergence
		2. <i>Pendeta Leo kami akan bangunkan itu dan kami kerahkan seluruh indonesia satu desa satu puskesmas atau pustu dengan satu nakes yang ada. (32⁴⁸-32⁵⁹)</i>	

Axiom 1 ARB and the types of accommodation

Table 1 above shows how accommodations are seen through the statements uttered by the debaters. See the following sentence:

“Kami mendedikasikan diri hadir untuk memberikan komitmen dari puncak sampai kebawah. kami akan tegakkan hukum kepada siapa saja, kami kembalikan marwah kehidupan bernegara yang menempatkan hukum sebagai tempat yang paling tinggi.” (25⁵⁰-26⁰⁰).

Based on the first segment of Table 1 when ARB explained the vision and mission to the panelists, presidential candidates, and the audience, he said: ***“Kami mendedikasikan diri hadir untuk memberikan komitmen***

This sentence shows the subjectivity of ARB as an addresser to the addressee so that it can be well received by the listener. The communication technique used by ARB not only inward convergence but also outward convergence. Inward convergence is an effort to convince the listener directly in front of him, while outward convergence is an effort to convince listeners who are far beyond his reach. Thus, convergence involving these two models can reach the

audience, so that the delivery of the vision and mission reaches all listeners. As written by Kenzhakanova (2015) there is power in words spoken by the speaker, and ARB utilizes the power of these words to hook his listeners, in addition to ARB's excellent leadership abilities. Besides that, ARB has a way of conveying language that is quite polite and acceptable to Eastern culture (Eggins & Martin, 2012).

Another similar strategy also applied in the next utterances at minutes (25.⁵⁰-26.⁰⁰): “***kami akan tegakkan hukum kepada siapa saja, kami kembalikan marwah kehidupan bernegara yang menempatkan hukum sebagai tempat yang paling tinggi***. Through the utterances spoken by ARB in Axiom 1, once again he took advantage of this moment to voice how the law should apply to everyone. With this statement, ARB shows its siding with state law or legislation. In the sense that he penetrates the mind of the listener by showing that currently the law is not being used fairly. So, he converges on the existing law and/or law enforcement by showing his support for how the law should be, and at the same time the ARB diverges against those who violate the law, this is proven by his sentence which states “***kami akan tegakkan hukum kepada siapa saja***”. From this sentence, ARB shows his strong intention to fight injustice in law enforcement in Indonesia. Thus, ARB diverges to convince listeners and/or viewers. On the one hand, ARB proves that he is a law-abiding person, this is shown not only through his arguments but through his track record while serving as Governor of DKI Jakarta for the 2017-2022 period. It is seen in one of his interviews, he said that he refuses the gratification from giant companies with the total amount of money is around 500 million. A similar idea about divergence is also mentioned in the article written by Muhid (2019) that divergence is necessary to show identity and maintain what one believes in. This statement is strengthened by the opinions of the experts who first introduced Maintenance (Tajfel, 1978). Another ARB statement referring to divergence is also seen in the sentences:” ***Banyak aturan diteguk apakah harus dibiarkan, TIDAK!***. The word ***TIDAK*** in ARB's statement shows his firmness towards future law enforcement, he shows his differentiation from perpetrators who think the law can be regulated. Further, this statement is emphasized by ***kondisi ini tidak boleh didiamkan, tidak boleh dibiarkan dan harus berubah***. ARB is diverging to show his identity as a potential leader.

Through the explanation of *Axiom 1 ARB* in the prior elaboration, the findings show that the theory introduced by Giles plays substantial role to the current study. In this case, the theory blatantly reveals the model of accommodation which is utilized by ARB, and the result illustrates how language used by the speaker shape a strong image of ARB in convincing the interlocutors and the audiences about law enforcement. Here, people can see statements of ARB using logic and rationale utterance, and Bayram (2010:25) is also confirmed the model of the communication in his finding.

Axiom 1 PS and the types of accommodation

As stated in the vision and mission by PS in the first debate in the minutes (29⁵²-30⁰⁰): ***Kita tegakkan apa yang perlu ditegakkan, memberantas korupsi***. This sentence shows that PS as Minister of Defense (Menhan), he positions himself as a state official who has the power to regulate, this is reflected in the word ***tegakkan***. The divergence carried out by PS shows a defense strategy based on his experience as a soldier, which not everyone can do. and this utterance was made intentionally to all viewers and/or listeners of TVRI (H. Giles, 2016; H. Giles et al., 1991a). Thus, PS diverges from his viewers and/or listeners. On the other hand, PS is also converges especially addressed to *Komisi Pemberantasan Korupsi* (KPK) and to viewers in general. PS exposed himself so that he could be accepted by the Indonesian people through the convergence process he carried out when conveying his vision and mission. PS's converged efforts to eradicate corruption is a positive thing that refers to the KPK's mission. Because one of the big problems of the Indonesian nation is tyrannized corruption. PS traps the psychology

of his audience by flashing back what Indonesia has experienced over the years. Through the language used by PS, we see how the power of language that appears through words has a great influence on the listener or audience (Halliday, 2003; Kenzhekanova, 2015).

The findings for Axiom 1 PS show that he uses strong power of words which appears in the form of verb like *tegakkan* and *memberantas*. These words can provoke the listeners to believe what is mentioned by PS. It depicts there is relationship between the current analysis and the research done by (Amaghlobeli, 2018; Vidhiasi, 2020) that the spoken words lead to the definite goal of communication. The explanation on these two words also depicts the abstract concept of which possess by the words or phrases. These types of verbs used by PS also shows the character of PS as ex-army who is strong and powerful, this confirmed the analysis done by (Bayram, 2010).

Axiom 1 GP and the types of accommodation

GP is presidential candidate No. 3 previously served as governor of Central Java for the 2018-2023 period. In the first debate in the vision-mission presentation segment, GP convinced viewers by making various statements as a strategy to focus viewers' attention on him. Following is the GP statement:

*GP is one of the 2024 presidential candidate and governor of central for 2018-2023 period. In his earlier sentence he extended the following sentence: Hanya ingin **mendengarkan dan melihat** secara langsung apa yang **disampaikan oleh rakyat**, apa yang **dirasakan oleh rakyat** (32.⁰⁰-32.¹⁰)*

Through the statements, GP merges himself to the *panelists* and all viewers of TVRI while presenting the vision mission. It can be seen that GP's ability to play on the listener's psychology so that they feel truly cared for is contained in several parts of the statements he makes; **Mendengarkan**, **melihat**, **sampaikan** and **rasakan**. These words seem to have a very strong pulling magnet towards all levels of society (Kenzhekanova, 2015). Because, GP speculates conventionally which shows his concern and closeness to society. The way GP converges through his statements shows that he is populist. So what I want to say is that the convergence carried out by GP is more concerned with viewers who are outside the station. Symbolically, GP wants to convey that he is the same as society in general. Symbolic convergence as stated in this explanation is also strengthened by Bormann et al., (2003) the target of messages conveyed is the wider community. This symbolic convergence shows the importance of conveying the story experienced by the speaker. Another statements that depicts how GP depicts the convergence during extending the idea is **Pendeta Leo kami akan bangunkan itu** dan kami kerahkan seluruh indonesia **satu desa satu puskesmas atau pustu dengan satu nakes yang ada** (32⁴⁸-32⁵⁹). In this sentence, GP shows that he is a socialist who cares about the people, not only from a religious perspective, which is shown by mentioning *Pastor Leo's* name as a symbol of the Christian religion, but GP also enters the realm of health by conveying his idea of providing health services for one village one health worker. Thus, how GP accommodates himself to get attention from Eastern people, specifically cristian people. In to my mind GP tries to converge to Cristian people by mentioning the pastor (priest) which symbolically refers to followers of the Christian religion in eastern Indonesia in particular, see also Bormann et al., (2003).

Thus, the findings in the axiom 1 GP shows that model of communication used by GP is relevant to research which is done by (Kenzhekanova, 2015) that in the communication is not merely emphasized on the model of utterances but also how the message (concept of communication) accommodates the togetherness feeling.

The next session is about *Human Rights*, the panelists provide the question and each candidate will be asked a *question* and respond to each other. PS gets the first chance to answer the question from moderator:

(*Apa strategi yg anda akan siapkan untuk menyelesaikan konflik di Papua secara komprehensif?*) What strategy have you prepared to comprehensively resolve the conflict in Papua?

Table 2
Answering Questions from the Panelist Team and Candidates Respond to Each Other

Axiom	Presidential Candidates	Discourse on segment	Kinds of Accommodation
2	PS	<i>Peningkatan pertumbuhan ekonomi dibawah pemerintah Jokowi yang paling tinggi, pesat selama sejarah indonesia (41.²⁰-41.⁴⁴)</i>	Convergence
		<i>Saya akan lanjutkan kita harus membawa kemajuan ekonomi sosial services terbaik untuk masyarakat papua (41.⁴⁹-42.⁰⁰)</i>	Outward Convergence
	GP	<i>Rasanya tidak cukup pak prabowo, Karena dialog menurut saya menjadi sesuatu yng penting ...apakah bapak setuju dengan model dialog yang saya tawarkan?</i>	Divergence
	ARB	<i>Masalahnya bukan kekerasan...karena kalau bicara kekerasan di jakarta juga ada 3 pandangan, ada yang menganggap ini, terorisme, menganggap ini separatisme, menganggap ini kriminal</i>	Divergence
	PS	<i>Saya setuju harus ada pendekatan dialog, benar harus ada keadilan</i>	Convergence
		<i>Tidak sederhana itu pak anies, ada faktor-faktor lain pak anies</i>	Over-accommodation

Axiom 2 PS and the types of accommodation

Refer to table 2 regarding PS in answering questions by the moderator. He answered: “The increase in economic growth under the Jokowi government was the highest, fastest during Indonesian history”. This sentence refers to the program that President Jokowi has been working on for approximately the last 10 years. PS’s most striking effort in accommodating his communication with Jokowi is that **Peningkatan pertumbuhan ekonomi dibawah pemerintah Jokowi yang paling tinggi**. PS in this case wants to show that he is affiliated with the government, besides being a presidential candidate supported by Jokowi. Hence, he then shows his closeness and liking to Jokowi, (Meyerhoff, 2023) the speaker with his consciousness showing his attention through his saying words **dibawah pemerintah Jokowi**. This accommodative inputs work well on the perception of the viewers and or listeners (Byrd & Zhang, 2023). This convergence is an ordinary convergence, which is just word speculation to strengthen support from Jokowi’s fans. In the convergence section carried out by the PS by grafting the name of the president, it shows that there is little social distance, especially since the PS was the Minister of Defense during the Jokowi administration. Another respected work by Edwards et al. (2023) they consider how the convergence works behind the motive.

Another similar idea of accommodative statements was also addressed by PS to Papua’s people. He uttered:” **kita harus membawa kemajuan ekonomi sosial, services terbaik untuk masyarakat papua**”. These utterances depict about social, economic distance that experienced

by the Papua's people. Hence, to get issue that reduce the social distance and merge with the people then he must be able to negotiate the social distance (Aboba & Montgomery-Vestecka, 2023). PS maximizes the use of lexical choice to capture the region name (Papua) in order they choose him (Cohn et al., 2023).

These findings show how the CAT supports the analysis and reveals the model of accommodation by converging to the listeners of Papua. As mentioned in this explanation that PS merges himself through language by mentioning the name of region (Whaley & Samter, 2006:294) suggest communication should touch the socio-cultural aspect, and to be honest it possesses a similar model of analysis. Thus, this research implement the (H. Giles, 2016) not merely rely on the language use but also metalanguage.

Axiom 2 GP and the types of accommodation

Concerning Orlandi (2021) that speakers intentionally or unintentionally confirm whether the interlocutor has the same idea as him or not. Then the current research shows that there is a similarity the way in which GP asking question to PS to confirm whether he agrees or not toward the idea that GP offers to him. The sentence is as follows **apakah bapak setuju dengan model dialog yang saya tawarkan?**". Another similar analysis also done by Kampf (2021) he used similar structure of interrogative sentence **"apakah bapak setuju?"** to confirm the information from his interviewee (Kampf, 2020). We can see how CAT encompasses a strategy for communicating the ideas of the speakers to the interlocutor by involving the power of words. By using a question, GP hoped that PS would provide positive response (converge) to him, and fortunately, PS said 'yes'. It confirms that the question form is really one of the strategies to see whether the interlocutor agrees or not, and it confirms the analysis of (Kenzhekanova, 2015). A dialogic model of politicians applied by GP to acquire answers from PS is a common phenomenon to see whether the perception he perceives of his interlocutor is approved. Nonetheless, at the beginning of the sentence, GP shows his opponent or divergence through his introductory sentence **Rasanya tidak cukup pak Prabowo**". About the sentence, GP promotes his brilliant ideas as one of problem-solving for cases in Papua. He does not believe merely in the statement from PS to provide a stable economy without having a discussion. Through the divergence, GP maintains his consistency in prioritizing deliberation before deciding to do something. It is clear that divergence is not about inattentiveness but he emphasizes his position opposites from PS.

Thus, the findings depicts that the accommodation model is applied by GP to trigger emotion from his debate opponent (Hoffman & Zhang, 2022), besides the current analysis is relevant and prevails the analysis done by Holmes (2013:344) that unveils the model of accommodation which is done by GP to opposite himself from his opponent.

Axiom 2 ARB and the types of accommodation

Referring to Table 2 ARB in response to PS statement, ARB seems to diverge or opposite from PS that discusses violence in Jakarta. ARB has a different opinion, **"Masalahnya bukan kekerasan..."** and it encounters what PS stated. The word **bukan** in the sentence confirms the divergence, besides ARB providing authentic arguments by depicting his real experience while serving as governor of DKI Jakarta. The non-accommodative communication which is shown by ARB to respond PS is verbally social approval (Adams & Miles, 2023) that the picture of life in a big city like Jakarta is very complex because the population is heterogeneous. However, according to Elhami (2020) in his works, he called this linguistic accommodation that focus on the language behavior (Wen et al., 2022). It is blatantly seen that ARB diverges or giving non-accommodative response by showing information in DKI Jakarta corresponding to some views: **menganggap kriminal, menganggap terroris, and menganggap separatist**.

Through some ideas of scholars it gives clarity to the readers and the explanation in this article that CAT encompasses at least two aspects of communication linguistics and

paralinguistics (Coolidge et al., 2023), such more details analysis on the aspects of communication during interaction, the interlocutors harmonize the conversation by accommodating the language verbally and non-verbally (Adams & Miles, 2023).

However, the findings confirm that CAT is relevant to the current analysis in terms of divergence. And the researcher thinks it is very important to elaborate that a meaningful communication happens when there are positive and/or positive arguments in it. The relevancy of theory used in the current research compare to other reference bear plenty of benefit is that the successfulness to unveil the model of communication used by the communicators (ARB). It seems that ARB focuses the communication to ensure public about perception of others toward him by giving the example of his experience. And the current researcher believes that by giving real example he creates a social influence the watcher and /or interlocutors (Dragojevic et al., 2015; Sulistyo & Khristianto, 2017)

Axiom 2 PS responding to ARB and GP.

The following data is taken from axiom 2 for a second comment from PS in responding both presidential candidates in the debate. Corresponding to the following response from PS that states:” **Saya setuju harus ada pendekatan dialog, benar harus ada keadilan**”, these are statements uttered by PS that repeats the prior utterances from GP. He is prone to affiliate to the speaker’s idea and followed by his gesture. Analysis about the accommodation on language utterance, it of course involves complete behavior, encompasses verbal and non-verbal language (Elhami, 2020b) that gives more impact on harmonizing the communication. Through the statement, it is seen that PS merges himself by doing convergence “**saya setuju**”. Besides that, another phrases that refers to accommodating is “**benar harus ada...**”, this is the second time PS merges to his interlocutor to occupy comfortable communication that so-called reciprocal convergence (Muhid, Machmoed, Yassi, et al., 2020). An analysis of a similar idea about one consciously or unconsciously has applied CAT to create accommodative and comfortable interaction (Orlandi, 2021). His analysis shows how both interactants are accommodating each other to meet a fine goal of communication.

Another communication model showed by PS in his response is over-accommodation, it is proved by the following utterances “**Tidak sederhana itu pak anies, ada faktor-faktor lain pak anies**”. As earliest mentioned by Ehala et al. (2016); R. H. Giles (1970) stated that accommodation model is not seen through the verbal utterances merely, however it also seen non-verbally. PS communication model is said to be over-accommodation because, whilst he says those words, it is followed by intonation, as if he is mocking ARB (Kampf, 2021; Tison & Poirier, 2021) he emphasizes the communicator using perceptual cues over communicating his ideas.

This analysis depicts that one of sub theory by Giles presents in the utterances of PS that tries to mock ARB. It implicates that the phenomenon which is happened in the communication is under over-accommodation. The phenomenon implies the types of communication in the public, the similar analysis that shows less collaborative communication was also done by (Rasenberg et al., 2022). However, the focus analysis is on the model of accommodation provided by the presidential candidates, and it confirms the effectivity of CAT introduced by Giles.

The next session is about *Government and Public Services*, which is asked by panelists and each candidate responds to each other.

Apa program strategis anda untuk meningkatkan pelayanan publik yang berkeadilan?
What is your strategic program to improve equitable public services?.

Table 3
Answering Questions from the Panelist Team and Candidates Respond to Each Other

Axiom	Presidential Candidates	Discourse on segment	Kinds of Accommodation
3	ARB	<i>Pelayanan pemerintah itu tidak ada yang baru (49.³⁴-50.⁴⁴)</i>	Convergence in Divergence (Con in dive)
	PS	<i>Petani-petani di Jawa Tengah sangat sulit dapat pupuk (50.⁴⁷-51.⁴⁵)</i>	Divergence
	GP	<i>Penggunaan teknologi yang disampaikan pak Anies sudah betul, rupanya kita sama pada soal itu (51:48)</i>	Convergence
		<i>Pupuk langka terjadi di Sumatra, NTT,papua, NTB, Kaltim..tapi untuk pak prabowo mungkin bapak sedikit lupa untuk saya bisa mengingatkan,</i>	Divergence
		<i>Bapak pernah menjadi ketua HKTI, data petani kita tidak pernah beres,</i>	Over-accommodation

Axiom 3 ARB and the types of accommodation

In relation to Table 3 as a basic data, ARB responds about *Pelayanan pemerintah itu tidak ada yang baru (49.³⁴-50.⁴⁴)*. The response given by ARB as shown in axiom 3 shows that ARB is showing slight divergent from GP, namely a response that does not agree with GP. His disapproval is shown in the sentence *tidak ada*. ARB assures the audience of the conditions in the government that almost every single rule is repeatedly, adopted from past event. However, I cannot say that ARB blatantly diverge from GP, but he is prone to emphasize a program that is running in the current era is adopted from past, which is proved by the remaining sentence *tidak ada yang baru* (Lamont et al., 2017) mentions a similar analysis on Trump's speech electoral that he repeatedly appeals his mind to assure the blue-collar workers are firmly close to him compare to executive. It shows how Trump hooks the viewers or listeners to expand electorally. Similarly adopted by ARB to enlarge the electoral in *Pemilu 2024*, he provokes the audience's psychology. The sentence delivered by ARB regarding *tidak ada yang baru* is an attempt to accommodate the audience inside the *KPU* building and the audience outside the building. At the same time, ARB carries out short-term divergence with his speech partners and on the other hand, ARB also carries out short-term convergence with his audience. Here I observe that ARB plays on the psychology of his speech partners and the audience he speaks to, not only that but also he is showing the role of linguistics in it (Auer et al., 2005).

Through the explanation, we can interpret that the goal of ARB diverging from GP is to merge with audience by providing a slightly different that so-called convergence in divergence (*con in dive*). This phenomenon reveals a new accommodation model *con in dive* is that the speakers diverge to converge, it is may not be precise given terminology.

These findings prove that there is slightly different result on the model of accommodation, is that in the current analysis found new model of accommodation is that *con in dive*. Again, this analysis gives new insight of communication to the readers. Here, I suggest to the readers to consider this new insight and they can use it to harmonize the communication (H. Giles et al., 2023; Ismail et al., 2024) they emphasize on the harmonization of the communication, and focus on the function of communication.

Axiom 3 PS and the types of accommodation

Corpus table 3 axiom 3 the PS reveals the divergence through the following statement *Petani-petani di Jawa Tengah sangat sulit dapat pupuk (50.⁴⁷-51.⁴⁵)*. The sentence depicts the idea of PS opposites from GP corresponding to public services. Syntactically, it is observed that

the meaning of *sangat sulit dapat pupuk* (50:⁴⁷-51:⁴⁵) contains negation meaning, even though the word **NOT** is not explicitly written. *Sangat sulit* itself draws the condition of a people that cannot easily afford something from government. Thus, the sentence is categorized as the divergence since it contradicts from GP statement. In this sentence, PS linguistically provokes panelists and viewers' or listeners' psychology and assures them about the situation is not fine (Heller & Watts, 2007) said that it is just social style to break comprehend on the prior statement of GP during explanation about public services. The claim of divergence seen through the sentence probably requires refinement from another analysis. However, the most dominant perception over the phrase *Sangat sulit* leads to the negative idea. Seeing the meaning of a word cannot literally translate, but it should be associated with word function that describes the situation or condition (Halliday, 1990; Hilte et al., 2022).

As mentioned in the prior explanation, it shows CAT bridges the style of communication and prevails to accommodate the speakers. The phenomenon is not only happened in media of television but almost in all kinds of media broadcasting to influence and or diverge the information that is being conveyed (Elhami, 2020a).

The findings above provide a model of communication by presenting the real fact which is experienced by people (Maleska, 2019). This model of communication as if brings back the listeners to feel the situation in their real life (Byrd & Zhang, 2023; Hoffman & Zhang, 2022). This model can be used in our daily communication with others in order our interlocutors easy to get the idea. However, we have to be aware on the function of communication and adjust to the situation.

Axiom 3 GP and the types of accommodation

In relation to corpus (axiom 3) ARB, GP responds to ARB *Penggunaan teknologi yang disampaikan pak Anies sudah betul, rupanya kita sama pada soal itu* (51:48). The bold typed sentence illustrates GP possesses similar idea with ARB. He maximally accommodates the psychology of his interlocutor by saying *pak Anies sudah betul*. GP imitates and or approves his interlocutor's utterances, this way shows us a model of accommodation provided by GP is converging. As he minimizes the difference in the communication; he tends to merge to his interlocutor (H. Giles & Ogay, 2007; Muhid, Machmoed, Yassi, et al., 2020). It is sometimes important to clarify communication to meet the agreement (Hilte et al., 2022; Toma, 2014). It also confirms (Labov, 2010c) that different people may have different ways of expressing their idea.

Thus, I can assure the basic fact in the current issue of accommodation model used by the candidates in extending the ideas principally adapt the theory proposed by Giles under CAT. Further explanation, I cannot assure how much sure the speakers toward the effect of their utterances to the listeners. But, I can say that most model of communication is adapted from (Thakerar et al., 1982).

However, GP also diverges to PS which is seen in the following utterance: *...tapi untuk pak prabowo mungkin bapak sedikit lupa* ..., the foremost evidence of CAT that accommodates the speakers in resisting the interlocutors' idea (Meyerhoff, 2023) has discussed it in details in her works. If we observed in depth the way GP opposites from PS, he directly mentions PS's name to remind him that he is wrong mentioning data. It is persistently CAT covers non-accommodative function of linguistic in the utterance (Byrd & Zhang, 2023). By highlighting the interlocutor's name, it shows seriously diverge from the speaker. Current issues on the accommodation also have been studied by many scholars (Coolidge et al., 2023; Edwards et al., 2023; Muhid, Machmoed, Yassi, et al., 2020; Zhang et al., 2023) and proved the effectiveness of the CAT in communication. Almost no difference compared to the issue currently being taken, it's just issue being developed is more general. So, whether or not the communication pattern used is effective is part of communication accommodation theory's

exploration of the social consequences that arise from accommodating to others. It also emphasizes the need for further research to understand interpersonal communication and its role in different contexts. In summary, the study on communication accommodation strategies reveals that individuals who modify their communication style to align with others experience increased pleasure, arousal, and dominance (Ehala et al., 2016; H. Giles et al., 2010).

However, in one communication expressed it can show more than one model of communication accommodation in it. For example; *Bapak pernah **menjadi ketua HKTI**, data petani kita tidak pernah beres*. Whether GP is aware of it or not, he has personally accommodated his interlocutor and the psychology of the panelists, audience and viewers at home so that his statement can be accepted by listeners. Nevertheless, there are also communication patterns that the interlocutor may consider too excessive. Moreover, the way it is conveyed is also accompanied by quite supportive behavior. It is so-called over-accommodation. In the utterance GP mentions directly about PS's work that has never been finish. Thus, the most dominant thing we can observe from the excessive accommodation pattern is the increased pleasure, arousal, and dominance experienced by consumers (Dragojevic et al., 2015; Gasiorek & Dragojevic, 2017). This suggests that when individuals modify their communication style to align with others, it can result in positive emotional responses and a sense of control or influence in the service encounter. Furthermore, accommodation strategies not only impact individuals' emotions but also contribute to the perceived symbolic value of the service encounter.

These findings highlight the importance of incorporating communication accommodation strategies in hospitality settings, particularly in intercultural contexts. This research supports the idea that effective communication accommodation practices can enhance the overall service experience for customers, especially in diverse cultural environments (Riandy F, 2016). Additionally, research on CAT has shown that accommodation strategies are widely applicable across various situations and contexts see also the research by (Giyoto et al., 2020) emphasize the communication on the interlocutors. So, the adjustment of communication is no longer on the verbal merely, but we have to consider the participants that involve in the conversation. So, as the readers should put forward the context of communication beside skill to communicate.

CONCLUSION

Based on the findings of this research, this research applies the communication accommodation theory by Giles. This theory insists the researcher to scrutinize the language phenomenon uttered by the speakers (presidential candidates). The current research utilizes the sociolinguistic approach with qualitative descriptive method that covers observation, transcription, data analysis, and the documentation. Mainly, the theory helps the researcher reveals several key insights into how candidates strategically adapt their language to connect with different audiences and achieve their communication goals.

Firstly, it's evident that candidates employed various accommodation strategies, including convergence and divergence, to align or differentiate their speech patterns with those of their interlocutors. Convergence, where speakers adjust their language to match the linguistic norms of their audience, was observed when candidates sought to resonate with specific demographic groups or regional constituencies. Conversely, instances of divergence were noted when candidates aimed to assert their distinctiveness or appeal to particular ideological bases. Moreover, the analysis highlights the dynamic nature of accommodation, with candidates shifting their linguistic styles based on situational factors such as the topic of discussion, the perceived attitudes of the audience, and the rhetorical strategies employed by their opponents. This adaptability underscores the strategic nature of political discourse, where language serves as a tool for persuasion and coalition-building.

Overall, the application of the Speech Accommodation Model provides valuable insights into the complex interplay between language, identity, and power in the context of political communication. By examining how candidates navigate linguistic diversity and negotiate their rhetorical stance, we gain a deeper understanding of the strategies employed to engage, persuade, and mobilize voters in the pursuit of electoral success. Such detail model used by all candidates are summed up as follows; inward convergence, outward convergence, divergence, con in dive accommodation, and over-accommodation. The results of this research contribute to the development of theory by identifying new types of tactics used in accommodating others namely con in dive accommodation, and another implication is also to the readers in general can apply model of communication accommodation in the real life.

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