

ABSTRACT

This research focuses on the study of the political rhetoric of those who lost the General Election. So far, the focus of the study of political rhetoric has been largely to discuss the political rhetoric of the winners. This research has become a differentiator from previous research because it will describe someone's rhetorical motives from the side of the losing party. This research examines the style and purpose of rhetoric when someone is politically defeated. When nominating themselves, maybe they package the rhetoric in such a way as to attract public sympathy, but when they lose it does not mean that the problem is finished, but they are likely to continue to rebuild public sympathy, image, and build new political judgement. The data analysis model in this research is qualitative content analysis. The contribution of this research has implications for the shift in the concept of political rhetoric. All this time, rhetoric researchers consider the subordinate of political rhetoric based on the persuasive narrative of a communicator in the form of invitations, requests, even agitation and propaganda. However, it seems that in some contexts the term persuasive has a static tendency in understanding political rhetoric itself. This research has become one of the entry points in unraveling such vague and ambiguous political rhetoric. In the political rhetoric of losing politicians, the expression of persuasion experiences widening meaning. In the end, the political rhetoric of losing politicians is aimed at the audience in shaping political image, and building new political judgments with persuasive narratives that reinforce the identity of their defeat.

Keywords: *rhetoric, political rhetoric, public communication, politicians lose*