

## INTISARI

Penelitian ini membahas tentang presiden ideal Republik Indonesia 2024 dalam kajian linguistik kognitif berdasarkan data yang diperoleh dari masyarakat Indonesia tepatnya generasi z dan kaum milenial yang memenuhi persyaratan pemilihan umum 2024. Landasan teori yang digunakan adalah kategorisasi, terdiri atas prototipe dan model kognitif ideal. Data diperoleh dari 502 responden melalui kuesioner yang disebar secara daring. Metode padan digunakan untuk analisis data penelitian ini. Berdasarkan analisis yang dilakukan, responden mengategorikan presiden ideal Republik Indonesia 2024 berdasarkan enam kategori dan menghasilkan prototipe laki-laki berusia <60 tahun, beragama Islam atau apa pun, berasal dari daerah mana pun yang penting ber-KTP Indonesia, minimal pendidikan terakhir Sarjana, dan tokoh anonim adalah yang diidealkan untuk menjadi presiden ideal Republik Indonesia 2024. Model kognitif presiden ideal yang definisinya paling diidealkan yaitu model karakter, ditemukan definisi bahwa presiden ideal adalah sosok yang tegas, bertanggung jawab, jujur, adil, amanah, dan mengayomi. Selain itu, terdapat model peran, presiden ideal adalah merakyat, benar-benar menepati visi misi yang dijanjikan, kerja nyata, bisa memimpin dengan baik, serta membawa perubahan bagi Indonesia ke arah yang lebih baik lagi.

**Kata Kunci: Presiden ideal, Kategorisasi, Prototype, Model Kognitif Ideal**

## **ABSTRACT**

This research discusses the ideal president of the Republic of Indonesia in 2024 in a cognitive-linguistic study based on data obtained from Indonesian society, specifically the Gen Z and Millennial generations, who meet the requirements of the 2024 general election. The theoretical foundation used is categorization, consisting of prototypes and ideal cognitive models. An online questionnaire was used to collect data from 502 respondents. The matching method was used to analyze the research data. Based on the analysis, respondents were able to categorize the ideal president of the Republic of Indonesia in 2024 based on six categories and produced a prototype of a male 60 years old, a Muslim or any other religion, from any region as long as he had an Indonesian ID card, had at least a bachelor's degree, and was anonymous. This person is ideal for becoming the ideal president of the Republic of Indonesia in 2024. The cognitive model of the ideal president, with the most ideal definition, is the character model, where it was found that the ideal president is firm, responsible, honest, fair, trustworthy, and empathetic. Besides that, there is the role model. It was found that the ideal president is populist, truly meets the vision and mission promised, does actual work, can lead well, and brings change to Indonesia towards a better future.

**Keywords: Ideal president, Categorization, Prototype, Ideal Cognitive Model.**