

## Table of Content

<b>COVER PAGE</b> .....	0
<b>TITLE PAGE</b> .....	1
<b>ENDORSEMENT PAGE</b> .....	2
<b>PLAGIARISM STATEMENT</b> .....	3
<b>Preface</b> .....	4
<b>Table of Content</b> .....	5
<b>Abstract</b> .....	7
<b>Introduction</b> .....	8
<b>Methods</b> .....	16
Data Source.....	16
Data Collection.....	17
Data Analysis.....	17
Credibility.....	18
<b>Results</b> .....	20
Data Credibility: Holsti Index.....	20
Impression Management in the 2014 Presidential Debate.....	21
Impression Management in the 2019 Presidential Debate.....	23
Impression Management in the 2024 Presidential Debate.....	25
Repeated Themes.....	27
<b>Discussions</b> .....	30
Impression Management in Opening and Closing Speeches of Presidential Debates.....	30
Impression Management Strategies Projected in Prabowo's Speeches.....	31
2014.....	32
2019.....	36
2024.....	40
Repeated Themes.....	48
Impression Management and Indonesian Politics.....	52
<b>Limitations</b> .....	54
<b>Conclusion</b> .....	55
<b>Recommendations</b> .....	56
<b>References</b> .....	57
<b>Appendices</b> .....	62