
IMPLEMENTATION OF THE MILTON MODEL PATTERN IN ANIES BASWEDAN'S SPEECH AT THE KAMPANYE KUMPUL AKBAR JIS ON YOUTUBE CHANNEL

By

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Abstract: *Neuro-Linguistic Programming (NLP) methods are an interesting topic in the field of communication and public speaking. One model that is often used is the Milton Model which was developed by Milton Erickson with a focus on language patterns to influence and guide a person's thinking (Campbell, 2015). This model helps speakers convey messages effectively, influence audiences, and achieve certain communicative goals. This research aims to analyze the use of the Milton Model in the speech of Anies Baswedan, Candidate for President of Indonesia 2024-2029, looking at the type of Milton Model pattern used and the purpose of its use. The research results show that Anies Baswedan uses the Milton Model to maintain the audience's focus, understand the election situation, and be aware of the actions that need to be taken, by using Presupposition (15%) which influences the audience's thinking so that the message conveyed is conveyed. easy to understand. This research proves that the Milton Model is effectively used in campaign speeches.*

INTRODUCTION

Neuro-Linguistic Programming (NLP) methods have become a topic of interest in the field of communication and public speaking. NLP (Neuro-Linguistic Programming) is a field related to human behavior patterns, communication, thought processes, emotional organization, and the use of all the senses to achieve attention or concentration (Mohammed, 2021). One model that is often used is the Milton Model or Hypnotic Language which was developed by psychotherapist Milton Erickson. This model focuses on the use of language patterns to influence and guide a person's thinking. It emphasizes the use of more general language to maintain relationships and avoid limiting one's experiences (Campbell, 2015). The Milton Model NLP method is very good to use because it can help speakers to communicate messages effectively, influence the audience, and achieve certain communicative goals. However, there is still little research that specifically examines the influence of the Milton Model NLP Method in Indonesia. It is hoped that this research will provide a deeper understanding of how the NLP Milton Model method can be used in terms of its influence on the audience, message clarity and communication effectiveness. The aim

of this research is to analyze the use of the NLP Milton Model method in the speech of Anies Baswedan, Candidate for President of Indonesia 2024-2029, and see what type of Milton Model Pattern he uses and the purpose of its use.

LITERATURE REVIEW

NLP (Neuro-Linguistic Programming)

NLP (Neuro-Linguistic Programming) is a science that focuses on behavioral patterns, communication, thought processes, emotional organization, and individual sensory use to achieve attention or concentration (Mohammed, 2021). This is a behavior modification therapy that can be done without professional supervision, because there is no risk of “making mistakes and getting hurt” (Cremone, 2014, p. 8). Developed in the 1970s, NLP aims to enhance behavioral therapy by installing new commands into the subconscious, focusing on the “how” of behavior and subjective experience rather than the “why” to provide actionable and changeable strategies (Campbell, 2015, p. 19).

Mohammed (2021) identified six models used in NLP to improve communication, understand human behavior, and facilitate personal development: Meta Model, Milton Model, Anchoring, Trance, Representation Systems, and Relationship Building. NLP focuses on practical application with individuals to develop observation and relationship skills. It is praised for its effectiveness in improving communication and facilitating behavior change by understanding “the differences that make a difference,” and that this requires continuous learning and active participation (Campbell, 2015, pp. 143-144; Ochilova, 2023).

NLP also improves public speaking skills by addressing common mistakes and fears, changing negative beliefs, and encouraging positive thinking. Consistent practice is emphasized to build confidence and competence, preventing panic during a speech (Cremone, 2014, p. 66). Overall, NLP provides valuable tools for personal development, effective communication, and behavior change.

Milton Model

The Milton Model is a Hypnosis technique used in the NLP method. The Milton Model was created by Erickson Milton, so it is often called the Erickson Hypnosis Model (Harris, 2003 in Robing, et al. 2022). He relies more on surface structure to realize the deep structure. Milton Model is also often referred to as Hypnotic Language Pattern. This technique is based on conversational hypnosis, namely hypnosis which uses the Ericksonian approach. (Syukur, 2017). The Milton Model is a clear systematic NLP technique from the verbal suggestogens presented. (Kovalevka, 2020). According to Pishghadam, et al (2011) the Meta Model and the Milton Model are opposites. According Salami (2015), Milton Model is a mechanisms for influencing people by use of particular language patterns. The Milton Model is a set of specific language patterns originally used by hypnotherapist Erickson. Useful to attract clients. Nowadays these patterns are used by public speakers convince their audience. (Nazim & Yousaf 2021). It can be concluded that the Milton Model is a communication technique that aims to suggest and influence the ideology of the listener. According to Ellerton (2005, in Faiza 2020 Milton Model have 20 pattern, there are:

1. Presupposition
2. Mind Read
3. Lost Performative

- 4.Cause and Effect
- 5.Universal Quantifier
6. Modal Operator
7. Unspecified verbs
8. Tag Questions
- 9.Lack of Referential Index
- 10.Comparative deletion
- 11.Extended Quotes
- 12.Pace Current Experience
- 13.Double Bind
- 14.Conversational Postulate
- 15.Nominalisation
- 16.Utilization
- 17.Embedded Commands / Questions
18. Unconditional Acceptance
- 19.Time Orientation
20. Tasking

The proveous research was conducted by Amin (2019), in “Right Brain Empowerment in the Learning Process within the Classroom through the Hypnotic Language Transformation Pattern”. This research proves that Hypnotic Language or also called the Milton Model has proven to be effective in the learning process. Other previous research was also conducted by Salami (2015), in “Implementing Neuro Linguistic Programming (NLP) in Changing Students’ Behavior: Research Done at Islamic Universities in Aceh”, the research shows that NLP, which in its research also uses Milton Model patterns, can influence a person’s habits.Previous research was conducted by Faiza, 2021 in An Implication of the Milton Model of NLP for ESL Learners, where the results of using the Milton Model made students aware of what they were going to do. They understand their learning goals and are able to move in the right direction without any ambiguity. This process saves them from distractions and keeps them focused.In line with Hartati, et al. (2024), the Milton Model is a language technique used to change a person's way of thinking and responding with the aim of influencing the individual's subconscious mind.

Kampanye Kumpul Akbar JIS

Reporting from Detiknews (2024), Kampanye Kumpul Akbar JIS is a major campaign event organized by Indonesian Presidential-Vice Presidential Candidate Pair number 1, Anies Baswedan and Muhaimin Iskandar at the Jakarta International Stadium. This event took place on Saturday, February 10 2024. A campaign is an action and effort aimed at gaining community support formed by a group of individuals who have the same goal (Suryanah, et al, 2022). Anies Baswedan as Presidential Candidate also made a speech at this event which he then uploaded to his YouTube channel.

METHODOLOGY

Research methodology is an effort to investigate and trace a problem using scientific methods to collect, process, analyze data, and draw conclusions systematically and objectively to solve a problem or test a hypothesis (Abubakar 2021). This research employed qualitative methods, which examine the condition of natural objects with the researcher as

the key instrument. Data collection was done using triangulation to strengthen descriptive data acquisition, and data analysis was conducted inductively. The research results emphasize meaning, not generalization. According to Abdulssamad (2021), qualitative research methods involve examining natural objects with the researcher as the key instrument, triangulated data collection, inductive data analysis, and emphasizing meaning over generalization. In this research, researchers will analyze research objects using 20 Milton Model patterns. Data collection will utilize observation techniques, defined by Abdulssamad (2021) as systematically and deliberately observing and recording the symptoms being investigated. The research data will be based on Anies Baswedan's speech at the Kumpul Akbar at the Jakarta International Stadium on 10 February 2024, as uploaded by Anies Baswedan on his YouTube channel.

FINDINGS AND DISCUSS

Tabel 1. Anies Baswedan, Milton Model Pattern Findings

Milton Model Pattern	Statements	Explanation
1.Presupposition	<p>1.Kita menyaksikan ketidakadilan yang telah mewarnai republik ini. (6.42-6.50). (We witness the injustice that has characterized this republic).</p> <p>2.Di saat partai-partai lain tersandra, kami bukan bagian dari partai-partai yang tersandra. (26.53-27.01). (While other parties are being held hostage, we are not part of the parties that are being held hostage).</p> <p>3.Tapi yakinlah sejarahwan akan mencatat keberanian partai-partai ini. (27:25 - 27:30). (But rest assured historians will note the bravery of these parties.)</p>	Assumptions are important for many reasons. They have two important ways: positive and negative. On the one hand, positive assumptions can increase capabilities, on the other hand, negative assumptions can eliminate existing capabilities. This Milton model language pattern is used 60%.
2.Mind Read	<p>1.Hati mana yang tak tergetar menyaksikan jutaan orang berkumpul dengan semangat perubahan seperti yang ada ditempat ini. (7.35-7.45). (What heart would not be thrilled to see millions of people gathering with a spirit of change like that in this place).</p> <p>2. Saya meyakini dan percaya bahwa rakyat Indonesia adalah orang-orang yang kuat orang-orang yang tangguh dan orang-orang yang baik. (18:40 - 18:56). (I believe and trust that the Indonesian people are strong people, tough people and good people).</p>	Basically, whatever is in the mind is a deep structure and whatever a person says is a surface structure. For one deep structure, there are many surface structures. The concept of deep and surface belongs to Noam Chomsky who proposed the concept of transformational generative grammar. Milton, when following this strategy with his clients, is able to get the right results.

3.Cause & Effect	<p>1. Kita datang kesini karena kita menginginkan perubahan. (6:35-6.40). (We came here because we want change).</p> <p>2. Kita memasuki perjuangan ini dengan membawa niat baik dan kecintaan pada Republik, karena itu kita akan jaga amanat ini dengan sebaik-baiknya. (32:41- 32:53). (We enter this struggle with good intentions and love for the Republic, therefore we will guard this mandate as best as possible.)</p>	The connection between reason and possible consequences is a wonderful strategy for understanding other people's minds. It is also effective to handle any problem situation in the classroom while connecting the reasons to the possible consequences.
4.Nominalization	<p>1.Tanggung jawab kita adalah bersama sama menghentikan ketidakadilan, menghentikan ketimpangan, menghadirkan perubahan. (7.00-7.15). (Our responsibility is to work together to stop injustice, stop inequality, bring about change).</p>	When words seem to be a noun, but they are not- is known as nominalization in NLP. The process of nominalization presents a vague concept as an entity. Usually, a verb or an adjective is presented as a noun. The words ending in 'ing', and 'ment' are usually termed as nominalizations.
5.Lack of Referential Index	<p>1.yang disebrang sana, ingin menjaga agar dominasi jalan terus, tidak akan mendiamkan begitu saja. (11.30-11.36). (Those on the other side, wanting to maintain their dominance on the road, will not just leave it alone).</p> <p>2.Kita telah melakukan perubahan kampanye. (24:14 - 24:17). (We have made changes to the campaign).</p>	To give a direct reference to people is not an effective strategy to influence them. People may not unwrap themselves easily. Only general references where no one is specifically targeted can generate preferred results. In English language teaching, this strategy can be very productive and prolific to stimulate learners' responses. This aspect was observed 100% in teachers' classroom discourse. It overlaps with the concept of capital operators since both actions follow each other.
6.Universal Quantifier	<p>1)Spanduk spanduk bertebaran, semua membawakan harapan, semua menginginkan perubahan.(9.32-936). (Banners were scattered, all bringing hope, all wanting change).</p> <p>2. Belum pernah juga rapat akbar politik dipenuhi orang sebanyak ini dari seluruh Indonesia. (24:04 - 24:11). (Never before has a political grand meeting been filled with this many people from all over Indonesia).</p>	The language pattern of Universal quantifier refers to the usage of the general and global words. For instance, all, everyone, everybody, nobody, etc, do not identify and specify any individuals. Following the humanistic approach, their agenda is not to influence or attack anybody personally. Its usage is highly effective

		without stimulating negative emotions or feelings.
7.Extended Quotes	<p>1.Tetapi kita tidak menghadapi mereka dengan Angkara Murka kita hadapi mereka dengan Welas Asih dengan rasa kasih surodiro Joyo ningrat lebur dening pangastuti dengan kecintaan sebagai warga Indonesia sebagai anak bangsa. (40-12.03). (But we do not face them with Angkara Murka, we face them with Welas Asih with love Joyo ningrat lebur dening pangastuti with love as Indonesian citizens as children of the nation).</p> <p>2."Man jadda wajada, if there is a will there is a way, jika ada kemauan Allah bukakan jalan-jalan untuk meraih keberhasilan.(28:13 - 28:28). (If there is a will, Allah will open the ways to achieve success).</p>	<p>An extended quote is an extension/narration of a particular subject. It is to convince unconsciously about a certain agenda with the help of a series of incidents, where a person does not even realize the main point or agenda. Out of this uncertainty, he produced many responses. It may be linked to the narrative aspect of language teaching to influence learners' minds. Its usage may keep them curious and engaged in a learning process. Then the concepts are grasped unconsciously and memorized consciously. This language pattern did not exist in language teachers' talk.</p>
8.Double Bind	<p>1.Kita tidak menginginkan negara yang sombong pada rakyatnya negara yang pelit dengan rakyatnya kita tidak menginginkan negara yang tega pada rakyatnya tapi negara yang mencintai rakyatnya negara yang melindungi rakyatnya negara yang membantu rakyatnya dan ketika negara membantu rakyat maka negara membantu secara tanpa pamrih. (13.40-14.30). (We don't want a country that is arrogant towards its people, a country that is stingy with its people, we don't want a country that is arrogant towards its people, but a country that loves its people, a country that protects its people, a country that helps its people, and when the state helps the people, the state helps selflessly).</p>	<p>The phrase double bind refers to giving double options within a single sentence. There are options out of which one has to select one option. However, there is no option indeed. The task is imposed but others do not get this realization. Grinder and Bandler noted from Milton's therapy sessions that he did not ask his clients to tell the truth. He always gives them options in the background of: "now" and "later". This language pattern was not found in many instances.</p>
9. Tag Question	<p>1.Adakah yang berangkat karena rasa takut ?Adakah yang berangkat karena bayaran? Adakah yang berangkat karena iming-iming rupiah? .(17.00-17.15). (Is there anyone who leaves because of fear? Is there anyone who leaves because of the pay? Is there anyone who went because of the lure of the rupiah?).</p>	<p>Tag questions in language have an exceptional significance for not letting others' attention be diverted in a conversation. They are remarkably conspicuous features of getting to know others' viewpoints and keeping the theme engaged. This language pattern</p>

		may offer important outcomes if applied to a language classroom.
10.Time Orientation	<p>1.untuk kita bisa menyelenggarakan itu semua harus bersiap kita harus bekerja bersama 4 hari lagi bangsa ini akan menentukan arah 4 hari lagi bangsa ini akan menentukan perjalanan ke depan kita harus bekerja keras menyongsong kesempatan untuk perubahan dan itu artinya menjangkau semua 4 hari ke depan.(17:45-18-23). (For us to be able to carry it out, we all have to be prepared, we have to work together. In 4 days, this nation will determine the direction. In 4 days, this nation will determine the journey ahead. We have to work hard to meet the opportunity for change and that means reaching all of the next 4 days).</p> <p>2.Hari-hari ke depan adalah puncak dari perjuangan satu tahun lebih. (29:58 - 30:04). (The days ahead are the culmination of more than a year of struggle).</p>	Time is a crucial factor to achieve one's goals. To hit people's minds at a certain time when they are properly engaged in a task is crucial for the accomplishment of that task. In a language classroom, this time orientation is significant to achieve the set targets. This study found only 20% instances from teachers' classroom interaction: You have only ten minutes now to think about this topic.
11. Embedded Commands	<p>1.Kita memasuki arena ini membawa etika. (32:32 - 32:37). (We enter this arena bringing ethics).</p>	To embed one command/question within another is to get a response when no response is received is a very effective strategy. Milton's model is primarily focused on these ambiguous and unique patterns to get the desired results.
12. Tasking	<p>1. yang itu artinya menjaga suara di TPS TPS. (18.25-18-27). (Which means maintaining votes at the polling station).</p>	Tasking is crucial for the accomplishment of goals. Only those tasks which are performed timely and appropriately develop motivation and interest among the people.

Based on the existing data, we can arrange it into a diagram. Based on the diagram, it can be detailed that Anies Baswedan used Presupposition 3 times (15%), Mind Read, Cause & Effect, Lack of Referential Index, Universal Quantifier, Extended Quotes, and Time Orientation 2 times each (10%). And Anies rarely uses Nominalization, Double Bind, Tag Question, Embedded Commands, and Tasking once each (5%). And Anies Baswedan does not use Utilization, Conversational Postulate, Pace Current Experience, Comparative Deletion, Unspecified verbs, Lost performative, and Modal Operators.

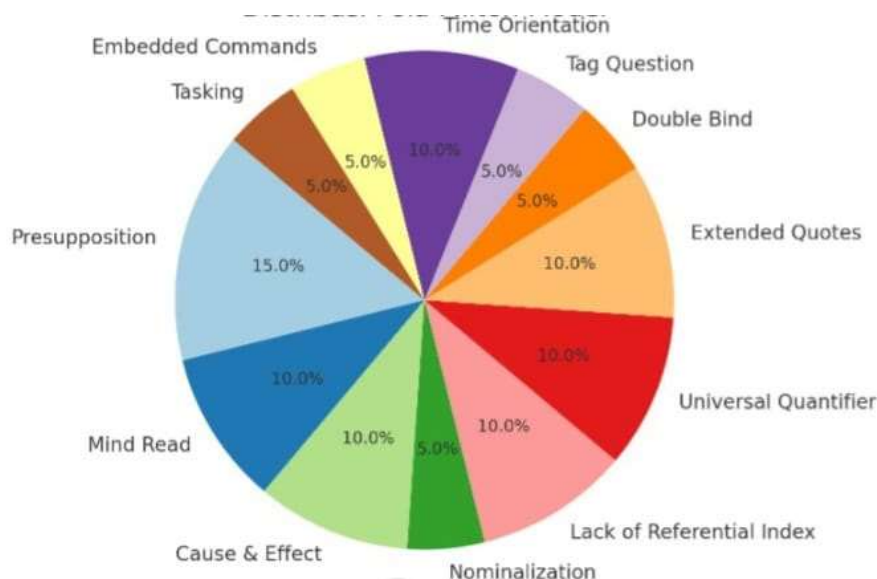


Diagram 1. Percentage Of Use Of The Milton Model Patterns

It can be concluded that in Anies Baswedan's campaign speech at the JIS Akbar Gumpul, there was a dominant use of presuppositions. According to Ellerton (2005 in Faiza, 2020), the use of presuppositions can increase a person's capabilities, and added that presuppositions are one of the patterns most frequently used in the Milton Model. This research shows that Anies Baswedan effectively uses this pattern to improve his capabilities.

The research results also revealed that Anies Baswedan used the Milton Model to keep the audience focused on his speech, understand the election situation described in his speech, and make them aware of the actions that need to be taken in the future. This is supported by the use of presuppositions that influence the thoughts of the audience or supporters present. This finding is in line with research by Faiza (2021) which states that the Milton Model can make students aware, understand and stay focused. This research adds that the Milton Model is also effectively used in campaign speeches, as done by Anies Baswedan.

CONCLUSION

The NLP (Neuro-Linguistic Programming) method has become a concern in the field of communication and public speaking. One model that is often used is the Milton Model which was developed by Milton Erickson. The focus of this model is on language patterns to influence and guide a person's thinking. The use of Milton's Model in public speaking is relevant because it helps convey messages effectively and influence the audience. The research results show that Anies Baswedan uses the Milton Model to maintain audience focus, understand the election situation, and be aware of actions that need to be taken in the future, then Anies uses Presupposition (15%) and Mind Read, Cause & Effect, Lack of Referential Index, Universal Quantifier, Extended Quotes, and Time Orientation (10%) which is expected to influence the audience's thinking so that the delivery of the message to the audience is easy to understand. This research proves that the Milton Model is good to use for campaign speeches.

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