

# Neuro-Linguistic Programming Meta-Model Techniques in Nadiem Makarim's Speeches and The Benefits on The Educational Communication

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## ABSTRACT

Neuro-Linguistic Programming (NLP) is a robust methodology that helps us communicate effectively in various areas of life. Richard Bandler and John Grinder proposed it in the 1970s after analyzing the success of therapists Virginia Satir, Fritz Perls, and Milton Erickson. Nadiem Makarim, the current Indonesian Minister of Education, Culture, Research, and Technology, has applied the NLP Meta Model Technique in his speeches in English from 2020-2022. He utilized three patterns of the Meta-Model: Deletion, Generalization, and Distortion. Applying this technique has shown benefits in educational communication, such as building better relationships with listeners, clear communication of goals, effective communication, and increased charisma and flexibility.

**Keywords:** Neuro-Linguistic Programming, Meta Model, Nadiem Makarim

## INTRODUCTION

Neuro-Linguistic Programming (NLP) has been used in language teaching methods for much longer than we realize. Teachers and lecturers who have incorporated elements of community language learning, music, drama, and body language into their teaching techniques have been using NLP since NLP was introduced 20 years ago. With its roots in psychology and neurology, NLP is about how the brain works and how it can be trained for improvement. This is, of course, related to left/proper brain function, visual/auditory/kinesthetic learning styles, multiple intelligences, and other areas of research that try to identify these learning modes and show the importance of individual learning.

NLP is about learning to recognize patterns. NLP is also concerned with process rather than content, and it provides a model of how we communicate with ourselves and others. As said by Bavister & Vickers (2004:13), NLP helps us to know what we want, helps increase our self-confidence (comfort and confidence) and self-esteem (self-esteem), and many others. The most prominent role of NLP therapy is to help people communicate better with themselves, reduce unreasonable fears, and control negative emotions and anxiety. According to John Grinder in Putra (2012:37), NLP is an accelerated educational strategy for knowing and exploiting patterns in the world. NLP itself also enables someone to improve their language both verbally and non-verbally. As stated by Bavister & Vickers (2004: 5), the use of language is not just words but also all symbol systems, including body postures and gestures to code,

organize, and attribute meaning to our internal representation of the world (anything). that exists outside of us) and communicate it internally and externally.

One of the many techniques in NLP that can increase effective communication is the Meta Model. It is essential for us to learn and develop the ability of this Meta Model because it increases our ability to understand better people and what is the problem behind their attitudes and actions, to identify what motivates our colleagues and customers best, to communicate clearly and without ambiguity; and can help other people find solutions for themselves in difficult situations.

Meta Models play a role in our daily lives and are also very useful in our professional lives, especially those of us currently involved in education. A thorough understanding of the Meta Model can give us a considerable boost in the field of communication, be it with colleagues, students, clients, in training, in the classroom, and others. We can apply this Meta Model in online and offline situations. It can help us be charismatic and motivate team members, encourage our teams to develop initiative and a sense of personal responsibility, and focus on solutions rather than problems. Not only creative but also flexible with our thinking and how we and our environment work; develop more motivation and energy to do our work and not be shackled by beliefs and actions that limit us.

This research looks at the strategy and application of the NLP Meta Model by the Indonesian Minister of Education, Culture, Research and Technology, Nadiem Makarim, in several of his English speeches in 2020-2022. By seeing, observing, imitating, doing, and even being able to teach positive things from the Meta Model carried out by our Minister of Education in our educational professional lives, we can make the benefits revealed by NLP real in our lives.

## **METHOD**

In this research, the population is the English Speeches of the Indonesian Minister of Education, Nadiem Makarim, in 2020-2022. Based on data on the Ministry of Education and Culture website, <https://www.kemdikbud.go.id/main/profil/nadiemmakarim>, the Minister of Education, whose name is Nadiem Anwar Makarim, B.A., M.B.A. has a master's education qualification at Master of Business Administration Harvard Business School, United States (US), as well as a Bachelor's degree in International Relations at Brown University, United States (US) and his high school, was at United World College of Southeast Asia High School. Mas Minister, his nickname, in 2006-2009, served as a McKinsey & Co Consultant. His career journey continued from 2010 to 2019 as Co-Founder and CEO of Gojek, from 2011-to 2012 as Co-Founder and Managing Director of Zalora Indonesia, and 2013 to 2014 as Chief Innovation Officer Kartuku. Until 2019, he officially served as Minister of Education, Culture, Research, and Technology of the Republic of Indonesia.

Because the population of his speeches has been significant from 2019 until now, researchers have taken samples to conclude the problems stated above. The method that researchers used to take samples was cluster sampling. Therefore, we obtained 3 (three) English speeches delivered by Nadiem Makarim in the period 2020-2023 as the most appropriate samples for the object of this research.

The researcher used the observation method to meet the need for complete and reliable data in preparing this paper. Using this method, researchers collected data on 8 English speeches delivered by Nadiem Makarim at international forums in 2020, 2021, 2022, and 2023 with a crucial aim: to find out the application of the NLP Meta Model Technique, the differences in its delivery, and the benefits that educated people can take can facilitate their communication by observing and imitating this Meta Model

Technique. Apart from the observation method, a video recording display method with the additional help of a speech script is also used to present accurate and precise data results.

The next stage is analyzing the data. Data were analyzed using a qualitative approach. Nadiem Makarim's international speech video in English was observed and analyzed using the NLP meta-model technique theory. The parts of the NLP meta-model that Nadiem Makarim has presented are examined and checked. All the meta-model techniques carried out are reclassified to see in a detailed and precise way the benefits that can be taken and even imitated in our communication system using communication theory in NLP. The results of this data analysis are presented using qualitative statistical inferential methods. This method measures the data results to make conclusions about the entire population. The data obtained from Nadiem Makarim's English speech video is presented as a statistical chart to provide a clear view of the Meta Model Technique used by Nadiem in his speech.

The results of the analysis in the form of a statistical chart will be clarified for the reader and presented in a qualitative descriptive form guided by the NLP Meta Model theory so that it can provide an accurate picture of the Meta Model Technique used by Nadiem Makarim as well as the benefits of this technique in our educational communications in the future.

## RESULT AND DISCUSSION



### Speech: Singapore Summit 2020 - Distinguished Guest Speaker: Nadiem Makarim Learning from COVID-19: Redefining the Future of Education

Youtube Channel: Singapore Summit September 2020

Uploaded: September 2020

Duration: 32.52

Time lapse	Deletion	Generalisation	Distortion
03.20			<i>I wonder if I could get you to reflect a bit on how you see these large</i>

			<i>trends the policies – to inspire trust</i>
<b>03.20</b>		<i>I wonder if I could get you to reflect a bit on how you see these large – Modal operator of possibility. To ensure people that is the best option</i>	
<b>04.14</b>			<i>I think that the one thing that will never be disrupted is the role of the teacher the role of the mentor – mind reading</i>
<b>04.54</b>			<i>What I think is disrupting education is the gap of relevancy that is becoming more and more evident – Mind reading</i>
<b>05.36</b>			<i>As you know kids getting brighter with every generation – Mind reading, Mas Mentri knows the topic so well</i>
<b>08.51</b>	<i>The unbundling of concepts of modules of learning is going to be one of the biggest disruptive forces – Simple Deletion doesn't give explanation of the kind of model.</i>		
<b>9.32</b>		<i>The teacher must help guide them through that journey – modal operator of necessity, specific activity being conducted and giving the best result.</i>	
<b>10.20</b>			<i>I think be the big shift – Mind reading.</i>
<b>13.48</b>			<i>So Covid is is is it's very interesting what it's doing in</i>

			<i>the educational space because the short-term impact of Covid through learning outcomes is almost universally negative – Cause and effect</i>
<b>14.51</b>	<i>Parents and students struggling to do this new mode of learning – unspecified verbs, struggling.</i>		
<b>16.03</b>	<i>Potential of frustration and anxiety that a lot of isolation and being kept indoor – Simple Deletion, loss of some information, what kind of frustration and anxiety.</i>		
<b>16.34</b>	<i>Well we've seen this probably happening in the in the developed world more often but never before in the developing world have we seen as many teachers struggle experiment and adopt new technologies – Simple Deletion</i>		
<b>21.16</b>		<i>Possible social polarization emerge as we go through this and what we must do to guard our societies against that – modal operator of necessity, Definitive success by using this technique</i>	
<b>23.26</b>		Everyone got to work and everyone rallied around this concept of digital access – universal quantifier.	

**Speech: H.E. Mr Nadiem Makarim, Minister of Education, Culture, Research & Technology, Republic of Indonesia**

The statement was delivered at the Global Education Ministers Conference on Addressing Hate Speech through Education, organized by UNESCO and the Office of the United Nations Special Adviser on the Prevention of Genocide, on 26 October 2021.

Youtube Channel: UNESCO

Uploaded: October 2021

Duration: 02.10

Time lapse	Deletion	Generalisation	Distortion
00.08	<i>With this video message I'd like to share some <b>thoughts</b> about how we can address hate speech through education – This sentence makes the listener curious about what kind of thoughts/views the Minister has. Prasmanan sepenuhnya is example of deletions. How is “sepunya” refers to?</i>		
00.16		<i>The pandemic with its unprecedented challenges has highlighted a renewed importance and urgency for <b>countries around the world</b> to collaborate during the time of social distancing and travel restrictions – useful for getting the same support for making movements</i>	
00.25	<i>Social media becomes an even more important place to interact globally – to arouse curiosity and make</i>		

	people want to know more. What kind of social media is it intended for.		
00.36	<i>Injustice and violence we need to <b>act</b> together to address this challenge</i> – so that listeners are encouraged to know what the detailed movements are like		
01.10		<i>Own mind</i> – because he mentioned all the younger generation. People will pay special attention to the younger generation, because it mentions all parts of Indonesia.	
01.19	<i>Together we must build an education system that supports our efforts to combat this hate speech -</i> so that listeners want to listen in full and are more prepared for the entire content. For the listener, a critical nature emerges, digging further into the system in question.		
01.20	<i>Since 2015 our ministry has been <b>promoting</b> literacy development of Indonesian students</i> – It is not explained in detail what the promotion is, how this promotion is carried out. To find out the details of what		

	promotions are like, find out their usefulness and effectiveness		
01.26			<i>The program aims at creating a robust educational environment in three settings both school family and public life – cause and effect. Listeners know briefly without needing to go into detail. People understand the contents of Pancasila from its precepts without going into its verses to understand more easily.</i>
01.40	<i>We also collaborate with book clubs and communities – get additional information about the community you are targeting or collaborating with.</i>		

**Speech: Sambutan Mendikbudristek pada 1st Senior Officials Meeting G20 Culture**

Speech by Minister of Education and Culture Nadiem Makarim at the inaugural meeting of G20 senior officials in the field of culture (1st Senior Officials Meeting G20 Culture), Friday, April 22, 2022.

In line with what is often emphasized by the President of the Republic of Indonesia, Mr. Joko Widodo, the Minister of Education and Culture again stated that culture is the DNA of the Indonesian nation. "The leadership of the Ministry of Education and Culture at the G20 in the field of culture is our opportunity to prove that Indonesia is a cultural superpower and show that the Indonesian Presidency at the G20 can invite the world to work together to realize recovery in the field of culture. Culture is our DNA."

This meeting, which will involve high-ranking officials in the cultural sector, will discuss several challenges and potentials related to the sustainable global recovery agenda, which aligns with the theme 'Culture for Sustainable Living.'

Youtube Channel: Kemendikbud RI

Uploaded: April 2022

Duration: 02.54



Time lapse	Deletion	Generalisation	Distortion
00.29	<i>ourselves how the global pandemic ha drastically impacted the well-being of our artists and cultural workers</i> – arouses curiosity, the verb impacted becomes specific and it is known what causes something to happen.		
01.14	<i>we have local food systems that respect</i> – simple deletion, what kind of loss of local food system objects? By providing this meta model, listeners become more curious about the local food system in question.		
02.35			<i>meaningful actions to promote culture for sustainable living and a better future for all</i> – noun into a clear process or action and movement. With the noun culture, it gives rise to a process that can produce sustainable living.
02.11		<i>platform will serve as a necessary means in restoring the cultural economy sector especially in developing countries</i> – Universal generalisation for the purpose of making it easy to understand, there is follow-up from curiosity,	

		and knowing where this pilot project started.	
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**Pidato: Press Statement G20 Culture The Minister of Education, Culture, Research, and Technology (MoECRT) of the Republic of Indonesia appreciated the delegates of G20 member countries, special invitees, and international organizations, as well as the surrounding community and general public, for their support and participation in the G20 Culture during this year's Indonesia presidency.**

Youtube Channel: Kemendikbud RI

Uploaded: September 2022

Duration: 03.03

Time lapse	Deletion	Generalisation	Distortion
00.24	<i>With all of the support that we received</i> – It is not explained in detail what kind of support is provided. To arouse curiosity in the listener and confidence that the speaker will receive support.		
00.40			<i>Through the series of meetings we invited g20 countries to collaborate and recovering the cultural sector</i> – lost performative. In order to get approval and support for using the word we, even if we don't explain who we are. And also, some we words in other sentences.
01.06		<i>So that our artists and cultural workers could create again museums and art centers could reopen their doors</i> – universal quantifiers. Demonstrates ownership of professionalism in a particular field. Gain trust to use those funds.	

01.30		<i>Indonesia will also participate in the world conference on cultural policies – modal operator of possibility, resulting in no choice. To get sympathy and empathy, everyone must join in, must understand.</i>	
01.42		<i>To recover global culture – generalization to make people know the strata of position in the world, that we are the same as other countries.</i>	
01.56			<i>Some of them were the G20 orchestra – mind reading, that the speaker knew that some of the artists were part of the G20 Orchestra.</i>
02.12			<i>Cultural activities across Indonesia - demonstrate expertise, professionalism and detailing of G20 Culture activities.</i>
02.39			<i>I believe that we can recover together and recover stronger – mind reading, demonstrate and transmit their beliefs to others. The goal is to get results and support.</i>
02.53			<i>Collaborate together to encourage culture recovery to elevate the emancipated culture – cause and effect. Showing cooperative activities shows cultural recovery.</i>

Upon analyzing Nadiem Makarim's speech technique and style, it is evident that the minister possesses many qualities. Similarly, a well-known television host, Larry King, conveyed his qualities while delivering speeches. King was known for hosting his program, Larry King Live, which had high ratings and was an interactive talk show that reached audiences worldwide. His exceptional skills were rewarded with various accolades, such as the Peabody Award, Iima Ace Award, and Broadcaster of the Year from the International Radio and Television Society. Therefore, it is fitting that we use Larry King's experience as a foundation for success in becoming an effective speaker and communicator. King had listed eight

things that were characteristic of Minister Nadiem Makarim. These attributes can be applied to teachers, especially university lecturers, as they teach and communicate with their students.

DELETIONS	GENERALISATIONS	DISTORTIONS
<b>Deletion</b> <ul style="list-style-type: none"> <li>About whom?</li> <li>About what?</li> </ul>	<b>Universal Quantifiers</b> <ul style="list-style-type: none"> <li>All? Always?</li> <li>For everybody?</li> <li>Never? Nobody?</li> <li>Is there never an exception?</li> </ul>	<b>Cause and Effect</b> <i>How does X lead to Y?</i> <ul style="list-style-type: none"> <li>Causation terms: makes, forces</li> <li>Implied causation terms</li> <li>Present tense verbs</li> </ul>
<b>Comparative Deletions</b> <ul style="list-style-type: none"> <li>Compared to whom?</li> <li>Greater than what?</li> </ul>	<b>Modal Operators- Possibility</b> <ul style="list-style-type: none"> <li>Should</li> <li>Could</li> <li>Possible</li> </ul>	<b>Mind-Reading</b> <ul style="list-style-type: none"> <li>How specifically do you know X about Y?</li> </ul>
<b>Unspecified Verbs</b> <ul style="list-style-type: none"> <li>How specifically?</li> </ul>	<b>Modal Operators- Necessity</b> <ul style="list-style-type: none"> <li>Have to</li> <li>Must</li> </ul>	<b>Complex Equivalence:</b> <ul style="list-style-type: none"> <li>An external behaviour or action is equated to some internal state</li> </ul>
<b>Unspecified Nouns</b> <ul style="list-style-type: none"> <li>What specifically?</li> <li>Where?</li> <li>When?</li> </ul>	<b>Nominalisation</b> <ul style="list-style-type: none"> <li>A verb is turned into a noun</li> <li>Hiding the action in a static form</li> </ul>	<b>Presuppositions</b> <ul style="list-style-type: none"> <li>Linguistic assumptions</li> <li>While, as, when, how</li> <li>What has to be accepted as true to make sense of this?</li> <li>What are you assuming?</li> </ul>

By implementing these eight things, the success of the teaching and learning process can be significantly enhanced.

1. Looking at something from a new perspective
2. Have a broad horizon
3. Enthusiastic, showing great interest in what they do with their lives
4. Never talk about themselves (personal life outside the context of their conversation)
5. Very curious and often asks, why?
6. Show empathy and put yourself in the position of the other person/listener
7. Have a sense of humor and don't mind making fun of yourself
8. Have your speaking style.

Studying the metamodel can benefit both the speaker and the listener. For the speaker, it can help generate high curiosity in the listener and cover extensive discussion material quickly. It can provide the listener with more profound and broader information than the speaker conveys in their speech. By studying the metamodel method, we can evaluate various sentences and statements to identify a person's world model scheme, the possibilities that prompted them to be in their current condition, and all their responses and actions. This linguistic art invites us to delve deeper into understanding how language shapes our thoughts and behaviors.

## CONCLUSION

The Bachelor of English Literature Study Program at Udayana University has yet to explore the use of Neuro-Linguistic Programming (NLP) techniques in its communication curriculum. This research project aims to fill this gap by comprehensively analyzing how teaching staff utilize NLP techniques in their classrooms. The findings from this research will be highly beneficial in helping teachers identify their strengths and weaknesses in using NLP techniques. By doing so, they can improve their teaching abilities and achieve tremendous success in their teaching careers.

In addition, the results of this research will help design effective learning plans that cater to individual students' needs and focus on areas for improvement. This will help to ensure that students receive the best possible education tailored to their specific needs. Ultimately, this research will contribute to producing graduates with exceptional skills, integrity, and honesty. These are highly valued qualities that are essential in the field of English Literature graduates and will enable graduates to succeed in their future careers.

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