

# Analysis of the Application of Rhetorical Style in the Interview Process of Passport Making

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**Abstract.** *This study aims to: (1) analyze the application of rhetorical styles by immigration officers in the passport interview process at the Makassar Class 1 TPI Immigration Office and its impact on the interaction between officers and passport applicants, and (2) identify the obstacles faced by interview officers in applying these rhetorical styles. Using a qualitative descriptive approach and case study, data were collected through interviews, observations, and document analysis. The research location was at the Makassar Class 1 TPI Immigration Office, lasting for two months. Primary data were obtained from interviews and observations, while secondary data came from official documents and related literature. Data analysis techniques include reduction, organization, presentation, interpretation, and drawing conclusions, with validity tested using triangulation of sources, time, and methods. The results of the study indicate that immigration officers use various rhetorical styles, such as persuasive, assertive, straightforward, and authoritative, to explain the passport application procedure, convince applicants, and ensure compliance, with elements of ethos, pathos, and logos appearing in the interaction. The application of effective rhetorical styles has a positive impact on the interaction between officers and applicants, increasing compliance and the efficiency of the interview process. The challenges faced by officers include adjusting rhetorical style to the diverse preferences of applicants, dealing with applicants with different backgrounds, maintaining a balance between clarity of information and friendliness, and time constraints when the number of applicants is large.*

**Keywords:** *Rhetorical Style, Passport Interview, Class 1 TPI Makassar Immigration Office*

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## INTRODUCTION

Quality, effective, and efficient public services are fundamental to maintaining public trust and satisfaction with government institutions. These services not only reflect the performance of governmental agencies but also significantly influence the overall quality of life within a community (Akabar & Frinaldi, 2023; Romauli et al., 2024). Among these institutions, the Immigration Office plays a crucial role in managing immigration-related services, including the issuance of passports, which is a vital function impacting both national security and individual mobility (Damayanti et al., 2022).

The Class 1 TPI Makassar Immigration Office, a leading immigration institution in Indonesia, is responsible for overseeing international travel and supervising immigration within its jurisdiction. Despite its critical role, the office grapples with several challenges that hinder the delivery of optimal services. These challenges include processing high volumes of passport applications, extended waiting times for applicants, and complex administrative procedures (Fauzan & Putri, 2023; Henny, 2024). For instance, the office handles over 5,000 passport applications monthly, resulting in wait times that can extend up to four hours during peak periods. Additionally, the multifaceted nature of the application process, which involves document verification, interviews, and biometric data collection, often leads to bottlenecks and delays.

These operational challenges are further compounded by the potential for administrative errors and misuse, which can undermine the integrity of the passport issuance process and erode public trust. Addressing these issues is imperative for enhancing the efficiency and effectiveness of public services provided by the Immigration Office.

Despite the importance of effective communication in public service delivery, there is a notable gap in the literature concerning the rhetorical styles employed by immigration officers during passport interviews and their impact on communication effectiveness (Agista & Zahidi, 2023). The interview stage remains a critical component of the passport application process, serving as the primary means of gathering essential information from applicants. Effective communication during this stage is crucial for ensuring clarity, accuracy, and a positive applicant experience.

The rhetorical style adopted by immigration officers can significantly influence the outcomes of these interviews. A persuasive and clear communication style can facilitate better understanding, reduce applicant anxiety, and enhance overall satisfaction with the service. Conversely, ineffective communication can lead to misunderstandings, increased frustration, and a negative perception of public services.

This study aims to address this research gap by conducting an in-depth analysis of the rhetorical styles used during passport interviews at the Class 1 TPI Makassar Immigration Office. By examining how these communication strategies impact the effectiveness of interactions between immigration officers and applicants, the research seeks to identify best practices that can enhance the overall efficiency and satisfaction associated with the passport application process. Understanding the role of rhetorical style in this context is particularly relevant in the era of digital transformation, where many aspects of public service delivery have moved online. While online processes have streamlined certain operations, the face-to-face interview remains a pivotal interaction that can significantly influence the applicant's experience. Effective communication in both online and offline settings is essential for maintaining high standards of public service.

To provide a comprehensive understanding, this study will employ a qualitative case study approach, focusing on the interactions between immigration officers and passport applicants at the Makassar Class 1 TPI Immigration Office. Through detailed analysis of these interactions, the research will uncover the specific rhetorical techniques employed and assess their effectiveness in facilitating clear and efficient communication.

The findings of this study are expected to offer valuable insights for policymakers and practitioners aiming to enhance public service delivery within the Immigration Office. By identifying effective rhetorical strategies, the research can inform training programs for immigration officers, promoting communication practices that improve applicant satisfaction and streamline administrative processes. Moreover, the study contributes to the broader academic discourse on communication in public administration, highlighting the importance of rhetorical style in governmental interactions.

The effectiveness of public services is a critical determinant of public trust and satisfaction with government institutions. However, despite the importance of communication in ensuring efficient public service delivery, there is a significant gap in the literature regarding the role of rhetorical styles in administrative processes, particularly within the context of passport interviews at immigration offices. The Class 1 TPI Makassar Immigration Office, one of Indonesia's key immigration institutions, faces several operational challenges that impact the efficiency and effectiveness of its services. These challenges include handling a high volume of passport applications, managing extended wait times, and navigating complex administrative procedures. While these issues have been discussed in various studies, the specific impact of communication practices, especially the rhetorical styles employed by immigration officers during passport interviews, remains largely unexplored.

The passport interview is a critical step in the application process, serving as a primary means for immigration officers to gather necessary information from applicants. Despite its importance, the quality of communication during these interviews has not been sufficiently analyzed, particularly regarding how rhetorical styles influence the clarity, accuracy, and overall effectiveness of these interactions. Ineffective communication can lead to misunderstandings, applicant dissatisfaction, and even administrative errors, all of which can undermine the integrity of the passport issuance process. Therefore, this study seeks to address this gap by conducting an in-depth analysis of the rhetorical styles used by immigration officers during passport interviews at the Class 1 TPI Makassar Immigration Office. Understanding how these communication strategies impact the overall experience and satisfaction of passport applicants is essential for improving public service delivery and restoring public trust in government institutions.

This study holds significant implications for both academic research and practical application in the field of public administration. Academically, it contributes to the existing body of knowledge by exploring a largely overlooked aspect of public service delivery: the role of rhetorical styles in communication during administrative processes. By focusing on the passport interview process at the Class 1 TPI Makassar Immigration Office, this research fills a critical gap in the literature, offering new insights into how communication strategies can enhance or hinder the effectiveness of public services. The study's findings will not only advance theoretical understanding but also provide a foundation for future research on communication practices in other public administration contexts.

Practically, the study's outcomes are expected to have a direct impact on the quality of public services provided by immigration offices. By identifying effective rhetorical strategies that enhance the clarity and efficiency of communication during passport interviews, the research offers actionable recommendations for improving training programs for immigration officers. These improvements can lead to greater applicant satisfaction, reduced processing times, and overall enhancement of the passport application process. Moreover, the insights gained from this study can inform policy changes aimed at streamlining administrative procedures and reducing the potential for misunderstandings or errors in public service interactions. Ultimately, this research supports the broader goal of strengthening public trust in government institutions by ensuring that public services are delivered in a manner that is both efficient and responsive to the needs of citizens.

## **METHODS**

The research used in this study is qualitative descriptive research, which is one type of research in the qualitative research category. The purpose of this qualitative research is in line with the formulation of the problem and research questions that have been submitted. This approach was chosen because this study aims to gain a deep understanding of the phenomenon being studied. This qualitative descriptive research method allows researchers to dig up in-depth information about the experiences, perceptions, and views of stakeholders related to online passport services. Through data collection techniques such as interviews, observations, and documentation studies, researchers can formulate a comprehensive picture of the process and quality of services provided by the Immigration Office. Qualitative A qualitative approach was chosen to enable an in-depth understanding of the use of rhetorical styles in the passport interview process at the Makassar Class 1 TPI Immigration Office. This approach allows researchers to explore the context, experiences, and perceptions underlying the communication practices involved in the process.

Thus, a qualitative approach is suitable for exploring a broader and more complex understanding of the phenomenon under study. Case Study Case study was chosen as the type of research because it focuses on one specific case, namely the passport interview process at the Class 1 TPI Makassar Immigration Office. Through case studies, researchers can conduct in-depth analysis of specific and contextual phenomena, and understand in detail how rhetorical styles are applied in real situations. This case study will provide rich and comprehensive insights into the

application of rhetorical styles in the context of passport interviews. The selected research is the Class 1 TPI Makassar Immigration Office. The selection of this location is based on the need to explore and directly analyze the passport making interview process conducted at the immigration office. The Class 1 TPI Makassar Immigration Office was chosen because it is a location that represents passport making activities at the class 1 level and is in a context that is relevant to the phenomenon being studied, namely the application of rhetorical style in the interview process.

## RESULTS AND DISCUSSION

### The Rhetorical Style of Immigration Officers in the Passport Interview Process at the Immigration Office

In the passport interview process, immigration officers play a very important role in implementing various rhetorical styles. Interviewers use persuasive and assertive words to ensure that applicants understand and comply with the rules and security of the country. The following are the results of interviews with interview informants who said that the rhetorical style was applied by immigration officers in the passport interview process at the Class 1 TPI Makassar Immigration Office:

Booth 1 Interview Officer, who has 12 years of experience at the Immigration Office, stated:

*"In the passport interview process, we as officers use a persuasive rhetorical style to ensure that applicants understand the importance of complying with the procedures set by the state. We try to explain the rules clearly and convincingly so that applicants understand their responsibilities."*

This was also expressed, Booth 2 Interview Officer, who has 14 years of work experience at the Immigration Office, who also stated: "In the passport interview process, we as officers use a persuasive rhetorical style to ensure that the applicant understands the importance of complying with the procedures set by the state. We try to explain the rules clearly and convincingly so that the applicant understands the applicant's responsibilities in complying with the provisions."

The same thing was also expressed (Booth 3 Interview Officer, with 14 years of experience. "As officers at the interview booth, we apply a firm and convincing rhetorical style. We use direct and authoritative words to ensure that applicants comply with state regulations and security. With this approach, we try to maintain the integrity of the passport process." (Booth Interview Officer 3) The statement conveyed by the TPI Makassar Class 1 Immigration Office interview officer, was supported by the statement, Booth Interview Officer 4, who has 12 years of work experience.

*"In every passport interview, we as officers try to apply an effective rhetorical style. We use logic and strong evidence to convince applicants of the importance of complying with established procedures. Our goal is to ensure that every passport is issued in compliance with applicable regulations."*

(Booth 4 Interview Officer) Likewise, response (Booth Interview Officer 6), with 2 years of work experience:

*"As a new officer at the interview booth, I learned to use a persuasive rhetorical style in the passport making process. We try to explain the rules in a language that is easy for applicants to understand, and provide positive encouragement so that applicants comply with the procedures properly." Booth 6 Interview Officer)*

Who is a Booth 7 Interview Officer, with 7 years of work experience, also said that:

*"In my experience as an interview officer, the rhetorical style that I apply is a combination of politeness and assertiveness. We try to build a good relationship with applicants while*

*still enforcing the applicable rules. This approach helps us to create an efficient interview environment and results in a smooth passport making process."*

Based on the results of interviews with various related informants, it can be concluded that the rhetorical style is applied by immigration officers in the passport application interview process at the Makassar Class 1 TPI Immigration Office. In carrying out their duties, these officers use various communication strategies to ensure that applicants understand the importance of complying with the procedures set by the state. The dominant rhetorical style is persuasive, assertive, and effective, with an emphasis on clarity and convincing applicants of their responsibility to comply with the provisions. The approach taken by immigration officers involves a combination of politeness and assertiveness, with an effort to build good relationships with applicants while still enforcing applicable regulations. This aims to create an efficient interview environment and produce a smooth passport application process that complies with applicable regulations. In this case, immigration officers begin the interview with passport applicants by greeting and giving a firm greeting to show their authority as immigration officers. In addition, officers also begin the interview with light questions and use appropriate language to ask or match the authenticity of the complete identity of the passport applicant and the intent and purpose of making a passport.

### **Structural Officials of the Immigration Office**

Based on the results of interviews with structural officials of the Immigration Office regarding the steps or programs taken by the Immigration Office to train passport interview officers in applying rhetorical styles:

Based on information (Head of the Immigration Traffic Section), he said:

*"The first step we took was to hold special training for passport interview officers. This training includes learning about various rhetorical styles that are effective in interview situations, such as the use of open questions, active listening techniques, and understanding the applicant's communication needs."*

Likewise, Informant (Head of the Travel Document Sub-Section) said.

*"We initiated an intensive training program that focuses on developing communication skills and rhetorical styles for passport interview officers. This program involves interview simulations, group discussions, and delivering material on effective communication techniques."*

In line with what was conveyed (Young Expert Analyst at Immigration), who stated that.

*"We held a comprehensive training program to improve the communication skills and application of rhetorical styles of passport interview officers. This training includes practical and theoretical sessions designed to increase officers' sensitivity to the needs of passport applicants."*

Based on the results of interviews with structural officials of the Immigration Office, it can be concluded that the Immigration Office has implemented a series of steps and training programs to improve the standard of passport interview services by providing better communication skills development to officers as a whole to train passport interview officers in applying effective rhetorical styles. These steps include organizing special training that focuses on learning effective rhetorical styles, initiating intensive training programs involving interview simulations and group discussions, and organizing comprehensive training programs to improve communication skills and the application of rhetorical styles of officers. In line with the statement of Informant who is a Young Expert Analyst of Immigration, that:

*"Passport interview officers are taught to recognize differences in communication styles and preferences of passport applicants through interview simulations and case studies. This allows officers to adjust the approach according to the characteristics of individual applicants."*



Based on the results of the interview related to how passport interview officers can adjust the rhetorical style of officers to the needs and characteristics of passport applicants, it can be concluded that the Immigration Office has implemented various steps to ensure effective adjustments. These steps include holding role-playing practice sessions and ongoing feedback, continued training that focuses on recognizing passport applicant communication patterns, and teaching officers to recognize differences in communication styles and preferences of passport applicants through interview simulations and case studies. Thus, this effort confirms the Immigration Office's commitment to providing a better interview experience by ensuring that officers can adjust the rhetorical style of officers according to the needs and characteristics of individual passport applicants.

Based on the results of the interview related to how to evaluate the impact of implementing rhetorical styles in improving the experience of passport applicants at the Immigration Office:

*"The evaluation of the impact of implementing rhetorical styles is carried out through a survey of passport applicant satisfaction after the interview process is complete. We also conduct direct monitoring of interactions between officers and applicants to identify positive changes in the applicant's experience after the application of the right rhetorical style."*

who is the Head of the Travel Document Sub-Section, revealed that:

*"Evaluation of the impact of the application of rhetorical style is carried out periodically through a passport applicant satisfaction survey and statistical analysis of the time and efficiency of the interview process. We also hold internal debriefing sessions to discuss findings and suggestions for improvement from the interview experience."*

*"Impact evaluation is carried out through direct monitoring of interactions between officers and passport applicants, as well as through satisfaction surveys that are held periodically. We also hold focus group discussions with passport applicants to obtain direct feedback on experiences during the interview process."*

Based on the results of interviews related to the evaluation of the impact of the application of rhetorical style in improving the experience of passport applicants at the Immigration Office, it can be concluded that the Immigration Office has implemented various evaluation methods. These steps include a passport applicant satisfaction survey after the interview process is completed, direct monitoring of interactions between officers and applicants to identify positive changes in the applicant's experience, and statistical analysis of the time and efficiency of the interview process. In addition, the Immigration Office also held internal debriefing sessions to discuss findings and suggestions for improvement from the interview experience, as well as focus group discussions with passport applicants to obtain direct feedback on experiences during the interview process. Thus, these efforts demonstrate the Immigration Office's commitment to continuously improving the passport applicant experience through systematic and ongoing evaluation of the application of appropriate rhetorical styles. Based on the results of the interview regarding whether there are any specific plans or efforts being made to overcome the obstacles faced by passport interview officers in applying rhetorical styles.

*"We continuously evaluate and update the passport interview officer training program. If there are obstacles identified in the application of rhetorical styles, we hold additional training sessions or provide individual guidance to officers who need it. "*

*"To overcome the obstacles faced by officers, we have introduced a mentoring program where experienced officers can provide guidance to colleagues who need help in applying rhetorical styles. In addition, we also continue to update our training materials to cover more complex interview situations. "*

Young Expert Analyst of Immigration, who revealed that:

*"To overcome obstacles, we have implemented additional training programs that focus on identifying and overcoming barriers in communication. In addition, we provide psychological support and mentoring to officers who have difficulty in implementing rhetorical styles."*

Thus, this effort confirms the commitment of the Immigration Office in improving the standard of passport interview services through the development of better communication skills for officers. Based on the results of interviews related to how to ensure that passport interview officers can adjust their rhetorical style to the needs and characteristics of passport applicants:

*"We ensure that passport interview officers can adjust their rhetorical style through role-playing sessions and continuous feedback. In this session, we provide various interview scenarios to allow officers to hone their interviewer skills in adjusting their communication style to different applicants."*

Similar to what was conveyed by (Head of Travel Document Sub-Section)

*"To ensure the adjustment of rhetorical style, we hold advanced training sessions that focus on recognizing the communication patterns of passport applicants. By understanding the characteristics of applicants, officers can adapt their communication style to create a better interview experience."*

Based on the results of the interview regarding plans or efforts made to overcome the obstacles faced by passport interview officers in applying rhetorical style, it can be concluded that the Immigration Office has taken proactive and sustainable steps to support officers in facing these challenges. These steps include continuous evaluation and updating of training programs, organizing additional training sessions, and providing individual guidance to officers who need it. In addition, the Immigration Office has also introduced a mentoring program where experienced officers provide guidance to colleagues who need help in applying rhetorical style, as well as continuously updating training materials to cover more complex interview situations. These steps emphasize the Immigration Office's commitment to continuously improving the skills and quality of passport interview services by addressing the obstacles that arise in applying rhetorical style.

### **Passport Applicant**

Based on the results of interviews with passport applicant informants regarding how they felt about communication with passport interview officers during the passport making process:

*"I felt that communication with the interview officer during the passport making process was quite good. They gave clear and structured explanations about the procedures, so that I could understand what I had to do well."*

*"During the passport making process, I felt that it was quite smooth and informative. They explained the procedures well and in easy-to-understand language."*

*"The passport making process was quite efficient. They gave clear instructions and helped me understand the procedures well."*

During the passport making process, the interview officer always gave clear explanations and helped me understand the procedures well."

*"I felt that communication with the passport interview officer was quite effective and informative. The interview officer gave clear instructions and helped me understand them well."*

Based on the results of interviews with passport applicant informants regarding communication experiences with passport interview officers during the passport making process, the conclusion is that the majority of respondents felt that the communication was quite good and effective. illustrates that officers provide clear, structured, and easy-to-understand explanations about the passport making procedure. This reflects efficiency in the process, where

officers are able to provide clear instructions and help applicants understand the procedure well. This conclusion shows that the efforts of the Immigration Office in improving the quality of communication in the passport making process have provided satisfactory results for passport applicants.

Based on the results of interviews related to whether the speaking style or communication style of passport interview officers affects the way they respond to questions:

*"Yes, it really affects, I feel more comfortable communicating with interview officers."*

*"I feel that the speaking style or communication of interview officers affects the way I respond to questions. When using a friendly and open communication style, I feel more confident and comfortable in giving answers."*

*"The speaking style or communication of interview officers affects the way I respond to questions. When speaking calmly and friendly, I feel more relaxed and easy to interact with."*

*"During my passport processing, the interviewer used friendly and open language, I felt more comfortable and easy to interact with."*

*"I can respond to the officer's questions well. The interviewer, asking and speaking in a friendly and open manner, makes me as an applicant able to answer questions well, more comfortable and more relaxed to provide answers."*

Based on the results of the interview related to the influence of the speaking or communication style of the passport interviewer on the way the applicant responds to questions, it can be concluded that the officer's communication style has a significant influence. The majority of passport applicant informants stated that when the officer used a friendly, open, and calm communication style, they felt more comfortable, confident, and relaxed in responding to questions. This shows that the interviewer's communication style plays an important role in creating a supportive environment and facilitating interaction between the officer and the passport applicant. This conclusion underlines the importance of officers in creating a friendly and supportive atmosphere to facilitate the interview process with passport applicants.

### **Rhetorical Style in the Passport Interview Process**

In the passport interview process, immigration officers use various rhetorical styles to ensure that applicants understand the importance of complying with the procedures set by the state. The rhetorical styles used include persuasive, assertive, straightforward, and authoritative styles. The goal is to explain the rules clearly, convince applicants, and ensure compliance with applicable provisions. Seen in the officer's commitment to providing accurate information and building trust with the applicant. The officer shows empathy and sensitivity to the applicant's needs, creating a better relationship. The use of logic and facts helps applicants understand the procedures better. The rhetorical style applied by immigration officers has a significant impact on the interaction between officers and passport applicants. The use of clear, persuasive, and responsive language helps build good relationships, increase compliance, and make the interview process more efficient and effective.

The rhetorical style used in the passport interview process by immigration officers not only affects the effectiveness of communication, but also helps create an inclusive, professional, and applicant-oriented environment. This is important in ensuring compliance with the rules and a smooth passport issuance process. The rhetorical style used in the passport interview process by immigration officers not only affects the effectiveness of communication, but also helps create an inclusive, professional, and applicant-oriented environment. This is important in ensuring compliance with the rules and a smooth passport issuance process. By continuing to improve the use of effective rhetorical styles, the Immigration Office can ensure that the passport interview process runs more smoothly and efficiently, and provides a more positive experience for applicants.



In general, the results of the study related to the application of rhetorical styles by immigration officers in the passport interview process at the Makassar Class 1 TPI Immigration Office are that immigration officers use various rhetorical styles, such as persuasive, assertive, straightforward, and authoritative, to ensure proper understanding of the passport application procedure. The main goal is to explain the rules clearly, convince applicants, and ensure compliance with applicable provisions. The findings of La Manguntara's (2023) study support this, showing that in the interview process, the main goal of officers is to provide proper understanding to applicants. Dominant rhetorical style elements, such as ethos, pathos, and logos, emerge in the interaction between officers and passport applicants. The officer's commitment to providing accurate information (ethos), empathy and sensitivity to the applicant's needs (pathos), and the use of logic and facts (logos) are important aspects in building good relationships. Research by Sutrisno & Wiendijarti (2014) strengthens this finding by showing that officers are committed to facilitating good understanding of the passport application procedure.

### **Obstacles to the Application of Rhetorical Style**

Interview officers at the Makassar Class 1 TPI Immigration Office face several obstacles in applying rhetorical style to the passport application interview process, including: Adjusting the rhetorical style to the diverse preferences of applicants requires good interpretation skills. Dealing with applicants with different backgrounds, needs, and understandings regarding the passport application procedure. Maintaining a balance between providing clear and persuasive information without losing friendliness and empathy. Dealing with applicants who are less cooperative or show resistance to the interview process. Facing time constraints, especially when the number of applicants is large, which can affect the optimal application of rhetorical style (Karim, 2023).

By paying attention to the elements of rhetorical style that have been identified, the Immigration Office can continue to improve the training and development of interview officers to ensure that the communication style applied supports the passport applicant's experience optimally. This is also in line with the results of previous studies La Manguntara. (2023), which evaluated the effectiveness of public services at the Kendari City Class I TPI Immigration Office in processing passports. The results show good service effectiveness, especially thanks to adequate human resources, procedures designed to minimize difficulties for the community, and the ease of the online process. Adriani & Astuti (2023), the findings of the study can provide a broader understanding of how the community responds to and interprets information conveyed by immigration officers. Thus, a deeper understanding of this community perspective can be used by immigration officers in designing and implementing a more effective rhetorical style in the passport application interview process (Zhang, 2021).

Puteri (2020), which discusses public relations management at the Pekanbaru Class I Immigration Office in providing public services. The office uses various strategies, including the use of television and social media, as well as surveys to manage complaints and evaluate services. Hasibuan et al. (2022), who designed a mobile-based passport maker application to facilitate passport applications. This application is intended to reduce the practice of extortion and brokers in the passport application process. Muyassaroh et al. (2019), which describes the passport service procedure through an online system at the Samarinda Class I Immigration Office. The results show good and efficient service, with measurable completion time and costs.

Widiastuti et al. (2018), which analyzes interview techniques in the Mata Najwa talk show program. The results show the use of coercive interview techniques by utilizing verbal and nonverbal language to strengthen the message conveyed. Syafryadin et al. (2023), which explores students' mastery of rhetorical structures in making speeches. The results show the challenges faced by students and potential solutions to improve their speaking skills. Arianto & Septriani (2023), which reveals various rhetorical styles of world figures in orations speeches. The results show variations in rhetorical styles applied by these figures in public speaking.

In general, from the results of the study related to the application of rhetorical style by immigration officers in the passport interview process at the Makassar Class 1 TPI Immigration Office. The application of an effective rhetorical style by immigration officers has a significant impact on the interaction between officers and passport applicants. Clear, persuasive, and responsive language helps build good relationships, increase compliance, and make the interview process more efficient and effective. The findings of the study by Widiastuti et al. (2018) support this, emphasizing the importance of applying an effective rhetorical style in ensuring the smooth running of the public service process, including in the passport making process at the Immigration Office.

However, several obstacles faced by interview officers in applying rhetorical style in the passport interview process at the Makassar Class 1 TPI Immigration Office include: There are challenges in adjusting the rhetorical style to the preferences and characteristics of various passport applicants. Officers must be able to identify the most effective communication style for each individual, which may require better interpretation skills. Each applicant has a different background, needs, and preferences, so officers must be able to adjust their rhetorical style to create effective interactions. This can be more difficult when applicants have different levels of understanding regarding passport procedures. Officers must maintain a balance between providing clear information and convincing applicants to comply with applicable procedures without losing friendliness and empathy in the interaction (Sudiro & Putri, 2023). Sometimes, enforcing rules firmly can create a perception of a lack of friendliness.

There are still some passport applicants who are uncooperative or show resistance to the interview process. Officers must have the skills to deal with these situations without reducing the effectiveness of communication. In situations where the number of applicants is very large or there is a time limit in the interview process, officers feel pressured to complete the interview quickly, which can affect their ability to apply rhetorical style optimally. To overcome this, interview officers at the Makassar Class 1 TPI Immigration Office have implemented various steps and training programs to improve the communication skills of passport interview officers, including in applying an effective rhetorical style. Through various trainings and planned impact evaluations, the Immigration Office can ensure that officers are able to adjust their rhetorical style to the needs and characteristics of passport applicants. The impact of implementing this rhetorical style is seen in the interaction between officers and passport applicants, which is reflected in increased applicant satisfaction and efficiency of the interview process. Thus, this effort confirms the commitment of the Makassar Class 1 TPI Immigration Office to provide better passport interview services through the development of officers' communication skills as a whole.

## CONCLUSION

Immigration officers use various rhetorical styles, such as persuasive, assertive, straightforward, and authoritative, to explain passport procedures clearly, convince applicants, and ensure compliance. Key rhetorical style elements such as ethos, pathos, and logos emerge in the interaction between officers and passport applicants, with officers' commitment to providing accurate information, empathy, and using logic. The effective application of rhetorical styles impacts the interaction between officers and passport applicants, helping to improve compliance and efficiency of the interview process. The obstacles that interview officers have faced so far are adjusting rhetorical styles to the preferences of diverse applicants, dealing with applicants with different backgrounds, needs, and understandings regarding passport procedures, and maintaining a balance between providing clear and persuasive information without losing friendliness and empathy. In addition, they also need to deal with applicants who are less cooperative or show resistance to the interview process, as well as dealing with time constraints, especially when there are many applicants, which can affect the optimal application of rhetorical styles.

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