

CHAPTER 1

INTRODUCTION

1.1 The Background of the Study

Joko Widodo or known as Jokowi has received public's attention since he became the mayor of Surakarta. His success in leading and changing Surakarta motivated Jokowi to be one of the candidates for the governor of Jakarta along with his vice Basuki Tjahaja Purnama. Facing off with another candidate Fauzi Bowo, Jokowi finally won the "Pilgub" 2012 and became the governor of DKI Jakarta. His winning in governor elections or Pilgub 2012 has put his name into the spotlight as one of a well-known politicians in Indonesia. Then in 2014, his party proposed Jokowi to be one of the president candidates in the 2014 presidential election. Through hard struggles, Jokowi was successfully gained public trust and sympathy and finally he was elected as the seventh Indonesia's President replacing former President Susilo Bambang Yudhoyono.

Jokowi becoming a popular politicians who is adored and respected by many people in Indonesia could be seen from his inauguration on October, 20th, 2014. From an article in *detik.com*, it is said that many state visitors came to Jokowi's president inauguration. Even many people came to DPR/MPR building and waited at the outside of the building to celebrate Jokowi's inauguration day. Many Indonesians took a day off from their routines just to see and celebrate Jokowi's becoming president directly. It was one of a historic day for Indonesia. On that day, Jokowi delivered his first presidential speech which got a very good response from his supporters and the guests who came to his inauguration.

Jokowi's increasing popularity is such a phenomenal news for mass medias not only in Indonesia but also in other countries. That's why TIME magazine as one of the leading news media made Jokowi's picture as a cover of the magazine which was published on October, 27th, 2014. TIME also wrote an articles telling about Jokowi as the new Indonesia's president giving new hopes for Indonesia. The articles described Jokowi's life and career before engaging in political area and called Jokowi the people's president. The articles also added that Jokowi is the first businessman whom became a president in Indonesia. Being the rising politician, Jokowi was nominated by TIME Magazine as „Person of The Year“. As quoted from TIME, he is the first Indonesian to be considered and chosen as one of the candidates that has successfully attracted public. These proves that Jokowi is surely one of the famous politician in Indonesia.

Jokowi's success in attracting the attentions of many Indonesians can not be separated from his humble and down to earth characters. He is able to attract people's sympathy especially those from the middle to lower class. Jokowi appears as a prominent figure for many Indonesians. Moreover, Jokowi has a special term attached for himself. His work style or known as „blusukan“ is a unique expression for his action. Blusukan refers to Jokowi's activity for observing and surveying directly to the area that really needs concerns from government. This activity successfully becomes a trend for others politician in Indonesia. It also becomes one of the positive point which draws public's attention on him.

Another point that becomes Jokowi's special quality is his ability in communication. Whether in direct communication or in public speaking like

speech, Jokowi can build a good interaction with his listeners and audiences through his own language style. Jokowi's language style is quite different comparing to many politicians generally. According to Triyono as quoted from wordpress.com, "Jokowi's communication and speech style is not emotional and not boastful. He also added that Jokowi's speech style tends to use simple daily language that is often used by common people. This communication style which uses common and simple language is much more better for attracting many people.

Utilizing a language is a necessary item for politicians. As stated in Beard (2000:2), study the language of politics is important because it helps the language users to understand how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power. It can be said that language is a significant tool for politician to win public's attention because it is through language, someone can communicate with others, influence people's attitudes or behavior, to provide information that people do not know, to explain one's attitudes or behaviors, or to get people to take some actions. Wardhaugh (2006) as quoted in Kondowe (2014:71), notes when we use language, we do not just try to get another person understand our thoughts and feelings. We also use language in a subtle way to define our social relationship to one another as such we have to make constant choices of *what* we say and *how* we say it. It shows that the use of language is not only for making people understand what we want to convey but also knowing what (the content) and how (the manner) we deliver it because the two are inseparable in a speech package. It can be said that the use of language for politicians is not just to make the audience or listeners understand

but the politicians need to concern about the content and manner in delivering his/her points of view.

The use of language in politics has become many researchers' interests. It is apparent to the researchers that the language use in politics needs to be explored further. Many research have been conducted to examine how the politician maximize the using of language in their speeches. One of them is by using the theory of Systemic Functional Linguistics or SFL. SFL is functional approach to language proposed by Halliday which sees language in social context (Lai, 2010:167). It fulfills three functions of language, namely to represent, to exchange and to organize experience or known as Metafunction (Saragih, 2007:1). Each of the three metafunctions is about a different aspect of the world and concerned with a different mode of meaning of clauses, of which, according to Halliday (1994:68), it is through the Interpersonal Metafunction that users of language establish, negotiate and assume their position in social relationships, and it is concerned with clauses as exchange. It indicates action that is done by speakers to change experience in social interaction in order to reach human's needs. It is called as interpersonal function when the language is used to enable us to participate in communicative acts with other people, to take on roles and to express and to understand feelings, attitude and judgments. Halliday (2000) as quoted from Feng and Liu (2010) also states that the interpersonal functions plays the role of setting up and maintaining social relations, and indicates the roles of the participants in communication.

Interpersonal function can be seen from the utterances of someone. How someone interact with others by producing his/her statements, for example a

presenter of tv program, teacher-student classroom interaction and political speech. Even the success of political speech depends on how the speech is organized to achieve the goal of the campaign. Interpersonal function is not only can be seen from the utterances but also from the writings and symbols, for examples: the articles, the use of diagrams in mathematics and the slogans of advertisements. Thus, it proves that the interpersonal function can be applied in various kinds of communication.

There are two types of discourse, spoken discourse and written discourse (Dahal, 2010:22). They are different for several reasons. Spoken discourse is more complex because it involves some aspects like speed (commonly faster than writing), loudness/quietness, gestures/body language, intonation, pitch range, stress, rhyme, pausing and phrasing and it needs to be understood immediately. Meanwhile, written discourse can be read many times to be understood by the readers. That's why political speech can be categorized as spoken discourse because it includes all the aspects mentioned above.

Dealing with spoken discourse, it shows what kind of interpersonal relationship is being developed in order one can begin to analyze and explain how meanings are made in every linguistics interaction, for instance; Ruijuan Ye (2010) discusses about a tentative Interpersonal Metafunction analysis of Barack Obama's Victory Speech with the goal of helping readers to understand and evaluate the speech regarding its suitability, therefore, to provide some guidance for readers how to have better speeches. Feng and Lui (2010) study about president Obama's speech in a memorial of his first 100th day in office and try to explore how interpersonal meaning is achieved from the perspective of Functional

Grammar while emphasizing on mood, modal auxiliary, personal pronouns in pronoun system, and tense shift. This study shows Obama maximize the use of language to achieve his political purpose through different devices to fulfill Interpersonal Meaning. The studies show that the speakers set the ideas on persuading the listener through their speeches.

To fulfill the communicative purposes of the speeches, the speakers or the addressers will try every potential techniques frequently and widely use figures of language to make good speeches (Li, 2004:38). As a result, speech holds its unique features in terms of language use and becomes a special discourse type to be analyzed. To accomplish the interaction with the audiences is the initial purpose of every speakers. Political speech as a kind of spoken discourse to which researcher has paid attention to find how political speakers apply and convey their ideas in their speeches. Through speeches, politicians can make their audiences to understand and know about each other's social culture, custom, idea, and background and the speaker can influence and persuade the listeners to change their mind or do some actions.

The interpersonal function has two levels; they are speech function and mood. To get an effective communication or interaction, the addresser (speaker/writer) and the addressee (listener/reader) will perform the two roles, that is giving and demanding and the commodity being exchanged could be information or goods and services. Giving means inviting to receive and demanding means inviting to give. When someone says something in the form of statement, the speaker expects the listener to receive the information but when someone says something in the form of command, the speaker expects the listener

to do something or to give some objects. These two variables, role and commodity exchanged, when taken together, define the four primary speech functions; statement, question, offer, and command (Halliday, 1994:69). Speech function can be defined as the way the speaker conveys his idea in order to make the listener understand the idea.

Here are some examples of how Jokowi utilize interpersonal function in terms of speech functions in delivering his speech :

“Saya berharap, kemenangan rakyat ini akan melapangkan jalan untuk mencapai dan mewujudkan Indonesia yang berdaulat secara politik, berdikari secara ekonomi dan berkepribadian secara kebudayaan.”

(,I hope that this people's victory would pave the way to achieve and realize Indonesia politically sovereign, economically self-reliant and culturally personality.“)

“Persatuan dan gotong royong adalah syarat bagi kita untuk menjadi bangsa besar. Kita tidak akan pernah besar jika terjebak dalam keterbelahan dan keterpecahan. Dan, kita tidak pernah betul-betul merdeka tanpa kerja keras.”

(,Unity and mutual cooperation is a requirement for us to be a great nation . We will never be great if we stuck in divisions and disunity . And , we never be a truly independent without hard work.“)

In delivering the speech, Jokowi tends to use statement which is realized in declarative mood to clearly state out his opinion and express his ideas clearly. As the speech was given on his election victory day and inauguration day, so it became very important speeches that public attached great attention to it. Furthermore, Jokowi also used command speech function which is realized in imperative mood to give the inspirational speech feeling and to demand services from the public. The use of imperative itself can motivate the audience to follow the speaker’s instruction and also create the speaker’s authoritative image. It can be seen from the following clauses:

“Pulihkan kembali hubungan keluarga dengan keluarga, tetangga dengan tetangga, serta teman dengan teman yang sempat renggang.”

(„Recover the relationships between family with family , neighbor with neighbor and friend with friend which had drifted apart.”)

Jokowi’s popularity phenomenon motivates the researcher to conduct an analysis on how interpersonal function in terms of speech functions realized in Jokowi’s speeches. The writer thinks that it is necessary to analyze the interpersonal meaning in Jokowi’s speech to see how he builds interpersonal relationship between himself as the speaker and his listeners since the language has been developing into an important means for describing interpersonal relationships with the development of human society, how to affect and make audiences understand what the speakers is going to say via speech.

1.2 The Problems of the Study

The problems of the study must be clearly stated so that the objectives of the study and method used can be well determined. In line with the background above, the problems of the study were formulated as in the following.

1. What types of speech functions are used in Jokowi’s speeches ?
2. How are the speech functions realized in the mood ?
3. Why are the speech functions realized in the way they are ?

1.3 The Objectives of the Study

Based on the problems of study above, the objectives of the study were.

1. to investigate the types of speech functions used in Jokowi's speeches;
2. to describe how those types are realized in the Jokowi's speeches;
3. to elaborate the reason of why the speech functions are realized the way they are.

1.4 The Scope of the Study

This study applied the concept of interpersonal metafunction in Systemic Functional Linguistics (SFL) as proposed by Halliday. Specifically, this study investigated the speech functions realized in Jokowi's political speeches. The investigation was focused on the types of speech functions and the realization in the mood which occurred on the speeches.

1.5 The Significances of the Study

Findings of the study were expected to be useful theoretically and practically.

1. Theoretically, the findings are expected to be useful for linguistic developments. The finding potentially will enrich the discussion about the realization of speech functions in political speeches which can be used as a reference for the similar studies in the future. Specifically, the findings can add up more horizons to linguistics theories. In addition, the finding can be references for further studies related to the language of politics.

2. Practically, the findings are expected to be useful for the readers to understand the realization of speech functions in political speeches. It is also expected to be good input for the politicians to make a better political speeches.



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