

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Indonesia is one of the countries ruled by the president. According to the 1945 Constitution of the Republic of Indonesia chapter 7, “The President and Vice President hold the position for five years, after which they can be re-elected in the same position, only for one term.” In 2024, the president term will be end and should be re-elected to rule this country, Indonesia. One of the social activities that people who fight for the right to establish, defend, or oppose power engage in in a country is politics (Van, 2018). Furthermore, politics may be understood as an institution, a cooperative activity, and a means of resolving conflicts of interest pertaining to money, liberty, and other social issues (Chilton, 2004:3).

Nowadays, political discussions and arguments may be found in both written and spoken languages these days. Hamdanur, 2019 wrote in his thesis that the language is not something, somehow different from the ideas it contains, but the way language was used says a great deal about how the idea have been shaped. Political campaigns, particularly presidential campaigns, heavily relied on the power of speech to influence public opinion, mobilize support, and ultimately secure votes. The language used in these speeches was a critical tool for candidates to convey their messages, establish credibility, and differentiate themselves from their opponents. A crucial component of this linguistic strategy was modality, which refers to the use of modal verbs (e.g., can, could, will, would, should) and other linguistic elements that express necessity, possibility, permission, and obligation.

Modality allowed candidates to frame their policies and positions in ways that either asserted certainty and confidence or showed openness and flexibility. For example, strong modal verbs such as "will" and "shall" have conveyed determination and commitment, whereas softer modal verbs like "might" and "could" have suggested tentativeness and potential. By strategically employing modality, candidates were able to navigate complex political landscapes, addressed diverse audiences, and presented themselves as either decisive leaders or adaptable problem-solvers. Politicians used political discourse and discussion to elucidate their beliefs, objectives, and points of view. Through their political speech, politicians hoped to persuade voters to adopt their point of views. The presidential election was a major agenda item for democratic parties in our democratic nation. In order to establish their opinions and views in relation to the topic of discussion, the presidential contenders have engaged in grand campaign.

Furthermore, Chong and Druckman (2021) added that framing referred speech to presenting information and arguments in a way that highlights certain aspects over others. Modality comes into play by using different verbal forms, such as "must," "should," "could," and "might," to either assert certainty or suggest possibilities. For example, "We must reduce taxes" (high modality) vs. "We could reduce taxes" (low modality). High modality statements are more authoritative and can be more persuasive to voters craving decisive leadership. So, the goal of the study was to see how the presidential candidates swayed and convinced voter to support the democracy party by using modality in the grand campaign of the presidential candidates.

Alek, Marzuki, Hidayat, Islamiati and Raharjo (2020) claimed that language is used in political discourse to define problems, sway public opinion, and advance political goals. It explored the methods politicians employed to speak and convince. It is a linguistic strategy. Political campaigns are meticulously crafted endeavors where language is a key tool.

Understanding how modality was employed as a linguistic strategy could offer insights into the methods candidates used to present their policies, strengths, and visions.

One cannot emphasize the importance of language in politics; it served as a vehicle for leaders to share their personalities, ideas, and objectives with the general public. Brown and Levinson (1987) stated that the way speakers use language modality, such as modal verbs (can, could, may, might, should), reflected their adherence to social norms and politeness strategies. By using softer modalities (e.g., "could you"), speakers minimized imposition and respected the listener's autonomy, leading to more effective and persuasive communication.

As a subgroup of this language phenomena, Giles and Smith (1979) explored how speakers adjusted their speaking styles, including the use of modality, to either converge with or diverge from their interlocutors. Using modality to converge (e.g., matching a listener's preference for indirect requests) led to greater persuasion, approval, and rapport. Modality, which included words like "must", "should", "can", and "might", played a crucial role in shaping the persuasive power of a speech. Analyzing these elements could uncover how presidential candidates aim to influence voter opinions and behaviors.

Smith and Johnson (2022) summarized in their study that in political discourse, modality played a crucial role in expressing attitudes, judgments, and stances. Their study explored how different modal verbs were utilized by politicians to persuade, promise, and influence public opinion. Using textual analysis of speeches from political leaders across various countries, the research identified patterns in modal use, such as the frequent use of "must" and "should" in policy-driven speeches and "can" and "will" in campaign promises. The findings suggested that modal verb selection was not random but strategic, enhancing the speaker's credibility and aligning with cultural expectations of leadership communication.

In a study, Doe (2021) wrote a paper that examines the use of modals in political debates to construct authority and manage interpersonal relationships. The analysis focused on televised debates between prominent political figures, highlighting how modals function in building arguments and counter-arguments. The study found that stronger modals (e.g., "must," "need to") were employed to assert dominance and convey certainty, whereas softer modals (e.g., "might," "could") were used to introduce alternatives and appear open-minded. These differences have enhanced our understanding of political rhetoric and contribute to the broader field of discourse analysis.

Furthermore, Lopez (2020) found a study about the interplay between modality and political ideology. It was the focus of this linguistics study, which investigates how different political parties used modal verbs to propagate their ideologies. Through a comparative analysis of party manifestos from conservative and liberal groups, the research revealed distinct modality patterns. Conservative texts frequently used deterministic modals like "will" and "shall" to express commitment and inevitability, while liberal texts leaned toward possibility modals like "can" and "may" to emphasize potential and flexibility. The work underscored the role of language in framing ideological positions and influencing voter perception.

Nguyen and Lee (2019) did their research delved into the pragmatic functions of modality in political apology speeches. By analyzing apologies issued by politicians across different cultural contexts, the study categorized modal usage according to their pragmatic intentions—such as evasion of responsibility, mitigation of actions, and promises of future behaviors. The results indicated that the choice of modals significantly affected the perceived sincerity and effectiveness of the apologies, with stronger modals correlating with greater public acceptance and credibility.

According to Ansolabehere and Iyengar (1995), campaign message should resonate with the values, needs, and concerns of the electorate. It should be simple, memorable, and articulate a clear vision of what you plan to achieve if elected. By examining these elements, transparency in government operations is essential for building trust among citizens. Misinformation can lead to negative perceptions of government transparency, which in turn erodes political support. By emphasizing a commitment to transparency, candidates can counteract the effects of misinformation and build a stronger connection with voters.

This study could uncover patterns and shift in how language was used, enriching our understanding of political messaging. One key aspect emphasized was modality—the expression of a speaker's attitude or opinion, which affected both logical interpretation and emotional responses from audiences. Understanding how candidates use modality could reveal strategies for emotionally engaging voters, making their messages resonate more personally and effectively.

The current research discussed about modality used the Indonesian Presidential candidates' grand campaign. This research was different from other because this research focused on modality as a tool used to utter their ideas and programs in the Presidential candidates' campaign text of the 2024 election. The preliminary data of this research is:

*We **must** make choices for our future and the future of our children, and the future of our grandchildren.* (<https://www.youtube.com/@kompastv>)

The text above has *must* as the modality used in the Modulation type of Obligation category in High degree. From the text above, it could be seen Prabowo Subianto used modal auxiliary **must**. Modal auxiliary verb *must* is usually used to express something that should be done as an obligation.

Based on the preliminary data above, found that it included in the Obligation category of Modulation type in High degree which it was obligation for the people to make choices for their

future and the future of their children, and the future of their grandchildren. It showed by word “must” by the Modulation Modality.

The 2024 presidential election in the Indonesia provided a contemporary and relevant case study for the investigation of modality. As the political landscape continued to evolve, and as media channels diversified, the ways in which candidates deployed modality to position themselves relationally to their audiences, opponents, and allies have presumably also transformed. Modality was frequently used by politicians to make meaning clear, so in this study, the researcher recognized modality as the tool in the presidential candidates’ grand campaign speech of the 2024 election to express ideas and convey the voters because the researcher wanted to see the modality applied and used in the grand campaign speech. This election cycle followed a period of significant political polarization and social change, factors which were likely to have an impact on the strategy of using modality that was employed by presidential candidates.

1.2 The Problems of the Study

Related to the study background, three study problems were formulated.

1. What types of modalities were found in the presidential candidates’ grand campaign speech texts of the 2024 general election?
2. How the modalities were used in the presidential candidates’ grand campaign speech texts of the 2024 general election?
3. Why the modalities were used in the presidential candidates’ grand campaign speech texts of the 2024 general election?

1.3 The Objectives of the Study

In line with the problems of the study, the objectives of the study were as follows.

1. To analyze and categorize the modality used in the grand campaign speech texts of presidential candidates of the 2024.
2. To elucidate the realizations of the modality used in the grand campaign speech texts of presidential candidates of the 2024.
3. To explain the reasons of modality realized in the grand campaign speech texts of presidential candidates of the 2024.

1.4 The Scope of the Study

The researcher discussed only on modality used in the grand campaign speech texts of presidential candidates of the 2024 election. The Modalization and Modulation will be the main topics of research. The Modalization (connected to probability and usuality), Modulation (connected to obligation and inclination). In this case there were one of the grand campaign speech texts of each presidential candidates. It meant that it was very interesting to help readers in identifying the characteristic of using modality by the speaker (presidential candidates) toward the audiences (society).

1.5 The Significances of the Study

This study was expected to give some information about modality used in the speech of the presidential candidates' of 2024 elections. The findings of this research were expected to have both theoretical and practical significances:

1. Theoretically, findings of the study were useful for enlarging the knowledge toward modality as the way or mode in order to creating interaction.

2. Practically, the findings of the research were potentially relevant:
 - a. For politician, it was so helpful to know how to use modality as a way or mode of utterances in politics.
 - b. For society, it was so helpful for society to know how to use modality as a way or mode of utterances when watching debates of president election or politics.
 - c. For researchers, this research was so helpful for them to know how the speakers use modality as a way or mode of utterances and became some references about modality use especially in politics context.

