

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Humans are different from other creatures in the universe since they use language to facilitate them to transfer information among them. Varshney (1998: 4) defines language as a set of conventional communicative signals used by humans for communication in community. Language in this sense becomes a possession of a social group, an indispensable set of rules which permits its members to relate to each other, to interact with each other and to cooperate with each other. Spolsky (1998:14) mentions that language must go beyond language in social context which deals with the real “text” that makes up human communication and the social situations in which the language is used. Therefore, it is obvious that language is needed by human in every aspect of life.

However, language is complex. It is not enough for the speakers just to know the meaning of his or her utterances, but the context of situation and the context of the culture must be understood, whether it is in a public or a private, formal or informal situation, who is being addressed, and who might hear the utterances. Moreover, Hymes (1974: 105) states that the ways individuals speech convey varieties aspects, not only their original and social dialects but also according to the context. The distinctive manner in which people express themselves in a particular situation is referred to as

style. Style is like personality. It indicates the manner and the way of writing, speaking or doing in which covers a set of individual characteristic.

Style refers to variation which is not associated with grammar or rules of language. Otherwise, it is a deviation from a standard or norm of a language as stated by Hymes (1974: 106) that all of speech which is referable to the set of styles in the repertoire of a person or community is taken as concerned with departure or deviation from a norm of the intention of the source (as it is with some writers and speakers). The use of certain language styles in a speech might add some effects on the utterances as well as the meaning conveyed in the utterances. Moreover, Keraf (2009: 112) states that style is the way to express thought through distinctive language which shows one's soul and personality. Hence, someone's character can be judged from the way he or she uses the language. The better language someone uses the better judgement he or she gets.

The variation of language style can be found in any kind of speech, particularly political speeches. In politics, the function of language is limited as a device to express the extent of power. Therefore, the use of language in politics is not easily understood by common people who do not have good understanding in politics. Language facilitates the idea of a certain country in manifesting political wills and accompanying political actions with other countries in the world wide. Beard (2000:18) mentions that the language in politic is a means of presenting and shaping argument. Language, then, could be regarded as the vehicle of politicians since provides the opportunity for politicians to explore the resources available through language to manipulate words to suit their intension.

Politics always related to the political discourse. According to Schaffner (1996), political discourse, as a sub-category of discourse in general, can be based on two criteria: functional and thematic. Political discourse is a result of politics and it is historically and culturally determined. It fulfills different functions due to different political activities. It is thematic because its topics are primarily related to politics such as political activities, political ideas and political relations. They are all characterized by the fact that they are spoken or written by (or for) primary political actors. A political discourse, therefore, is a discourse in any political forum, such as campaigns, parliamentary debates, interviews, speeches or writing.

Speech on the other hand is a connected discourse. This is not speech in the narrow sense of the spoken word but speech in the more inclusive sense. Any speech made places major emphasis on the language used to accomplish its goal, but political speeches place higher importance than others as they convey two elements, namely persuasive and aesthetic. It is persuasive is when a language in a speech technically used to persuade, to invite and to convince the audience. Aesthetic, on the other hand, aims to attract the audience's attention that can be reflected through the word choices and the appropriate style. A speech may serve a politician as an effective weapon or trump card if it is efficiently delivered and he or she is prepared to convincingly present arguments. The strength of a speech reflects his/her ability to persuade or to motivate the audience to be addressed by the speech.

In addition, the language contains in a political speech delivered by the president must have a proper choice of styles so that the ideas will be accepted appropriately by

the listeners. The styles used by a president in his or her political speeches need more deliberation than in others because the president's utterances will influence the survival of his people and will become a reference for the subordinate officers and guidelines for all the people under his or her government.

Jokowi is the president of Indonesia for period 2014-2019. Jokowi owns some unique characteristics, not only from the way he dresses but also the way he speaks in Javanese accent captured national and international's attention. He is Indonesia's most talked-about figure because of his down to earth. The way he delivers his speech is identical with simple, brief and straight to the point that makes him different with the former presidents. As quoted from the [Jakartapost.com](http://thejakartapost.com/news/first_impressions_matter_jokowi_s_innaugural_speech.html/) in the inaugural speech, from the structure of his speech and the former president, Susilo Bambang Yudhoyono, the most apparent different their speeches is the matter of length.

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Hence, listeners could identify Jokowi as someone who prefers to keep things simple. It is found that from the organization of the speech, Jokowi tended to be unclassifiable since he described his broad vision for a stronger Indonesia frankly. However, it led him communicate his desire to the audience successfully.

The researcher takes the inaugural speech of Jokowi as the object of the study. The researcher is interested to discuss deeply Jokowi's political speech based on the language style. Therefore, the researcher will explore the language style based on the indirect meaning; rhetorical and figurative language style.

There are many rhetorical and figurative language found in Jokowi's political speech in inaugural ceremony which is recorded on 5th October 2015 from <http://m.detik.com/news/berita/ini-pidato-lengkap-jokowi-saat-pelantikan-presiden//>), one of them we can see from the following sentences:

*Kini saatnya, bersama-sama melanjutkan ujian sejarah berikutnya yang **maha berat**, yakni **mencapai dan mewujudkan** Indonesia yang berdaulat dibidang politik (This is the time, together to continue the next difficult historic test that is to reach and bring Indonesia into political sovereign country..)*

The word *maha* in the sentence above is a form of rhetorical language used by Jokowi in hyperbole form. Hyperbole is an extravagant statement; the use of exaggerated terms for the purpose of emphasis or heightened effect. The word “*maha*” in Bahasa Indonesia is only addressed to God, the creator of universe. Jokowi used this word in order to make the strong sense that his next duties will be very hard or difficult.

The used of rhetorical language in pleonasm form found in sentence *bangsa besar yang kreatif yang bisa ikut menyumbangkan keluruhan bagi peradaban global (great creative nation that can contribute the nobleness to the global civilization)*, the words *bangsa besar* is categorized as pleonasm since it is being understood that Indonesia is a great country. Therefore the word *besar* is redundant. Pleonasm is the use of more words than those necessary to denote mere sense.

*Sebagai **nakhoda** yang dipercaya oleh rakyat, saya mengajak semua warga bangsa untuk naik ke atas **kapal** Republik Indonesia dan **berlayar** bersama menuju Indonesia Raya. (As the captain who is trusted by the citizen, I invite all of the nation to aboard on the ship of Indonesian Republic and to sail together toward Indonesia Raya)*

The word *nakhoda* in the sentence above is the form of figurative meaning in simile form. Simile is an explicit comparison between two things which has different reality. Jokowi used the word *nakhoda* instead of president to show that his duty is like a captain that is responsible to lead the nation as his crew to reach the same destination.

The word *kapal* and *berlayar* also belong to simile. It is related to the word *nakhoda* that his leadership is regarded as a big boat where all of the Indonesian people as the passengers and we will sail across the ocean together toward the better Indonesia.

Those rhetorical and figurative styles are used on purpose by Jokowi. It is believed the selected expressions used by him (*maha besar, bangsa besar, nakhoda, kapal and berlayar*) are aimed to convince the people of Indonesia about his idea. To some extent it could be he wants to warn other politicians not to look down to him as the new elected president.

In accordance with the explanation above, the researcher wonders as to what types of rhetorical and figurative styles are used in Jokowi's political speech. The researcher will focus her analysis on the utterances of Jokowi, and conduct her analysis based on the types of language style proposed by Gorys Keraf (2009: 129).

1.2. The Problems of the Study

Based on the explanation given in the background, the problems of the study are formulated in the following questions:

1. What types of rhetorical and figurative language style are used by Jokowi in his political speech?

2. How are the rhetorical and figurative language styles used by Jokowi in his political speech?
3. Why does Jokowi use certain rhetorical and figurative language styles in his political speech the way they are?

1.3. The Objectives of the Study

The objectives of study can be described as follows:

1. To describe the types of rhetorical and figurative language styles used by Jokowi in his political speech
2. To describe the ways of rhetorical and figurative language styles used by Jokowi in his political speech.
3. To state the reason of using the rhetorical and figurative language styles in Jokowi's political speech.

1.4. The Scope of the Study

As stated in the previous explanation that direct and indirect language style can occur also in political speech. This study attempts to investigate the use of direct and indirect language style in Jokowi's political speech in the inaugural ceremony. The aspects to be observed are the occurrences of rhetorical and figurative language styles.

1.5. The Significance of the Study

The findings of the study are expected to be theoretically and significantly relevant in some respects. Theoretically, the findings are expected to enrich the theories of language style specifically in speech which is delivered by public figure for certain purpose, mainly the political speech. This study considers being useful initially to provide the information of kinds of language style used by the leader of a nation-president in his political speech. This contribution will in turn give tentative framework for a comprehensive analysis of language style.

Practically, since this study focuses on language style, so hopefully it is useful for teachers to apply the findings of the research at school, and also practice the language style in their speech. This will accelerate the students to deliver their speeches in various styles, thus they will not be clumsy to speak in front of public not only for now but also in the future after they graduate from school, in the real society.