

CHAPTER 1

INTRODUCTION

1.1 The Background of the Study

In September 2012 Jakarta governor Fauzi Bowo and Surakarta mayor Joko Widodo faced off during the Jakarta gubernatorial debate. In this debate both Jakarta governor Fauzi Bowo and Surakarta mayor Joko Widodo argued what they believe will bring security, welfare and peace to Jakarta citizens. Each of them convincingly tried to show their desire to lead the capital city into a better one. However, Joko Widodo was the candidate who could convince the voters to elect him to be the next Jakarta mayor. The voters were amazed and inspired by the rich language expressions, impassioned statements and wholehearted attitudes he applied in his speech in order to win more voters. Jokowi as a newcomer in Jakarta and less experienced than Fauzi succeed to win the voters' heart. This study analyzed how the candidates communicate their message to achieve their goals. To address this aim, the study used the theory of systemic functional grammar with reference to Interpersonal metaphor.

Interpersonal metaphor is important, especially in political discourse. As a part of grammatical metaphor, it deals with meaning about relations and attitudes between participants, their status and their feelings about what is said. The use of interpersonal metaphor creates special interpersonal and discourse effects, helping the speaker to persuade and dominate others. As we know, politicians always use language to vividly convey their ideas and make their point clear to people. Politicians also need to use language efficiently to persuade people and convince them with their thoughts,

aims and ideas. The more vividly and convincingly politicians present their argument, the more likely they can influence people.

When language is used effectively, it benefits the speaker. As in the politics if the politicians can influence people with what they say and do, they can ensure people to support them. Thus, more analyses about political especially in debate are needed. This study was going to explore the language use with systemic functional approach in the political debate.

The Jakarta gubernatorial election was chosen because it had been the headline not only in local media but also in United States. New York Times showed its interest in its article entitled "Outsider Breathing New Ideas into Jakarta Election" which was later on changed into, "Joko Widodo, Breathing New Ideas Into Jakarta Election". The article stated that Jokowi representing the new generation of Indonesian political figure. Even though Joko Widodo had just involved himself in Indonesian politic but his dedication made him chosen by the Tempo magazine as one of the 'Top 10 Indonesian Mayors of 2008'. In addition, in 2012 he received 3rd place of the 2012 World Mayor Prize for "transforming a crime-ridden city into a regional center for art and culture and an attractive city to tourists. Meanwhile the incumbent Fauzi Wibowo was the governor of Jakarta for the 2007–2012 terms. He previously served as deputy governor. He had worked for the Jakarta administration since 1987.

Revyanto (Tempo 2012) stated that the second and final round of the Jakarta gubernatorial election was a stunning victory for democracy. The power in politics is usually dominated by the elite and their wealth. However, governor elect Joko Widodo along with running mate Basuki Tjahaja Purnama, succeed to alter the power

configuration. The two candidates overcome assaults reeking of racism and religious prejudice that would surely endanger democracy in this country.

Language use in politics has been always of the writer's personal interest and it is apparent to the writer that language use in politics is complicated and needs studying. Although some studies have investigated political discourse, political debate may present dissimilar characteristics. The main function of using interpersonal metaphor is to accurately reflect the speaker's point of view of a proposition, expresses related emotion, and play the role of judgment. The interpersonal grammatical metaphor constitutes indispensable expression styles in the political debate and so it plays an essential role of expression.

Interpersonal metaphor comprises the expression of mood and modality. Mood expresses the speech function; and modality expresses the speaker's judgment or evaluation. Zhixiang (2012) in his exploration of metaphors of modality and mood in the presidential debate of First Bush and John Kerry found out that metaphor of modality's main function is to highlight the firmness of one's attitude or belief, disguise the subjective nature of one's arguments, express relevant connotative meanings, and help to optimize one's presentations for one's goals. Meanwhile metaphor of mood is mainly used to persuade the audience implicitly into accepting the debater's arguments, shorten the social and psychological distance between the debater and the audience, induce the audience's participation in the intended dialogue, make one's views sound more authoritative and make one's tone more emphatic or more euphemistic.

Therefore, the interpersonal metaphor plays essential part in the political debate and it is necessary to study the metaphor and it is worthwhile to realize,

understand and analyze the function of grammatical metaphor theory in the political discourse.

Grammatical Metaphor is proposed first by Halliday, who treated it as an important component of system language functions theory and made significant contribution to the metaphor study. At first, research on metaphor was done from the perspective of rhetoric, which is the traditional metaphor. After that, Halliday (1985) asserts that metaphors can also be looked into from the perspective of Functional Grammar. Systematic functional linguistics studies the metaphor from the point of view of meaning expression. Grammatical metaphor considers that the metaphor is not limited in the vocabulary level, but is often seen in the syntax level. According to the theory of grammatical metaphor, grammatical metaphor includes three types – ideational metaphor, interpersonal metaphor, and textual metaphor.

Halliday's approach to metaphor is based on the fact that there are two choices of grammatical structures namely congruent and incongruent. According to Halliday grammatical metaphor is perceived as an incongruent realization of a given semantic configuration in the lexicogrammar. In other word a semantic configuration that would be represented congruently (i.e., non-metaphorically) by one type of clause is represented metaphorically by another.

Selecting process type, transitivity functions, choices in mood and modality and further structuring them the way the speaker wants it are the reason for the choice of the metaphorical form. Moreover, grammatically metaphorical forms are never totally synonymous with their non-metaphorical configuration; there will always be some semantic feature or features distinguishing them.

Metaphorical meaning is the result of a special process for construing a certain meaning. The purpose of using a metaphor is to get the lexis and the grammar the way the speaker wants it in order to produce a certain effect. Moreover, since the use of the metaphor presents an alternative way of constructing a picture of reality, we may even find an ideologically charged representation in the choice of metaphor. In other words, the incongruent form always has an effect which can go from the aesthetic to the ideological. Among the three systems of grammar in metaphor; ideational metaphor, interpersonal metaphor and textual metaphor, this study employed the theory of interpersonal metaphor and debate is chosen as the source of data.

Research on political candidate images has long supported the argument that voters make voting decisions based on the perceived image of the candidate from the political advertising and televised debate. Debates serve an important function for candidates since it represents the source of mass communication in which the message of each candidate can be directly delivered to the audience. Candidates can also improve their image in a short time as well as reach the voters with convincing arguments.

Debates are commonly used in democratic societies to explore and resolve issues and problems. Debate as one of the campaign media enables presidential, governor, mayor candidates to show their political savvy, especially in presenting their positions and solutions dealing with the recent issues. During the debate language plays a crucial role for every political action. Political debates are indeed important parts of the political communication.

In politics two or more parties have to struggle for power in order to put certain political, economic and social ideas into practice. Politicians are aware of how

communication can help them to win people's heart. One way to express the politicians' political positions or ideas in order to win people's heart is by having a debate with their opponents. Debate is a formal, discussion or structured contest about an issue or a resolution that enable the politicians convincingly present their views. In debate, two individuals or teams presenting arguments to support or oppose a question. To state their positions, liberate their ideas or attacking their opponent's views, participants must follow a set of rules that have been agreed on in debate.

Lasch (1996: 162–3) stated that democracy requires not only information but also vigorous public debate. Debate can generate the kind of information that democracy needs. Moreover he said that we do not know what we need to know until we ask the right questions, and we can identify the right questions only by subjecting our own ideas about the world to the test of public controversy. Information, usually seen as the precondition of debate, is better understood as its by-product. When we get into arguments that focus and fully engage our attention, we become avid seekers of information. Otherwise we take in information passively – if we take it in at all. In addition, many cite the debate as the quintessential example of the power of television images. Televised debates have become a crucial part of campaigning.

From the perspective of systemic functional grammar, this study took the 2012 Jakarta gubernatorial debate as the source of data and identified the interpersonal metaphor with reference to metaphor of mood and modality in debate, and analyzed the function and the use. By conducting the analysis in the political discourse, we would be able to reveal how the politicians initiate their discourse with the audiences or voters, establish the relationships and convince the voters via interpersonal metaphor.

The functional analysis of interpersonal metaphor with reference to mood metaphor and modality metaphor could enable us to understand the interpersonal meaning of the political debate from a new perspective, which elaborates the subtleties of language use in political discourse and help us have a better understanding of it. A large number of studies have shown before that the use of grammatical metaphor theory can successfully deconstruct the science, technology, political and news discourse. Due to its functionality, this study aimed to explore the function and application of interpersonal in Jakarta gubernatorial political debate in 2012.

1.2 The Problems of The Study

Based on the background stated above, the problems of study are formulated as the following.

1. How are the interpersonal metaphors with reference to mood metaphor and modality metaphor used in political debate?
2. In what circumstances are the interpersonal metaphor with reference to mood metaphor and modality metaphor used?

1.3 The Objectives of The Study

In relation to the problems, the objectives of study are

1. to elaborate interpersonal metaphor with reference to mood metaphor and modality metaphor in political debate and

2. to reason for why the debaters use the interpersonal metaphor with reference to mood metaphor and modality metaphor to communicate their message(s) in light of their communicative goals in political debate.

1.4 The Scopes of The Study

This study applied the concept of the systemic functional linguistics (SFL) proposed by Halliday. This analysis was aimed at investigating Interpersonal Metaphor with reference to mood metaphor and modality metaphor realized in political debate used in 2012 Jakarta gubernatorial election political debate between Jokowi and Fauzi Bowo which was aired on Metro TV

1.5 The Significances of The Study

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

1. Theoretically, the findings is expected to be useful for the readers, especially for the students of English department to understand the metaphor of mood and modality used in political debate and to improve English learners' speaking and writing so that they can develop their communicative competence effectively.
2. Practically, the findings are expected to be useful for other researchers to conduct research on the basis of SFL, in which the finding can give significant input in linguistics.