

ABSTRACT

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This study deals with the language of politics used during the general election campaigns of 2004 with a focus on categories of language of politics used Presidents and Vice of President Candidates. The study has answered five problems namely ; the kinds of languages of politics are used by Indonesian political parties and President Candidates . The dominant kinds of language of politics, the dominant process used in the language of politics, the effect of the political statements on the electors. Five parties (GOLKAR, PDI-P, PAN, P.DEMOKRAT and PPP) are as the samples. The total samples of banners were 50 . Advertisements and Speeches from five President candidates (Wiranto, Megawati, Amien Rais, Susilo Bambang Yudhoyono, and Hamza Haz). The sample also was taken from 40 common people who lived around Medan City . Tape Recorder which was used to collect the data was carried out from April to June 2004. The result of this study has shown that : (i) there are four categories of language of politics used during the general election 2004 namely ; Political Doctrine, Miranda, Political Formation, and Political Slogan. Political Doctrine is dominantly used during the general election 2004 with an occurrence of 55.6 % . (ii) There are six types of processes of transitivity used in language of politics namely ; Material Process, Mental Process, Relational Process, Verbal Process, and Existential Process .However, the dominant process is Relational process (47.66 %). The coding of Political Doctrine in dominant relational process significantly result in approval of the electors.

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