

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is the best means of self-expression. It is through language that humans express their thoughts, desires, emotions, and feelings; it is through it they store knowledge, transmit message, transfer knowledge and experience from one person to another, from one generation to another. Most of the activities in the world are carried on through or by it. It is through it that humans interact or relate to each other.

Language is a social phenomenon. It is a set of conventional communicative signals used by humans for communication in a community. Language in this sense is a possession of a social group, an indispensable set of rules which permits its members to relate to each other : It is a of social institution. Language exists in society; it is a means of nourishing and developing culture and establishing human relations. It is as a member of society that a human being acquires a language. We are not born with an instinct to learn a particular language , such as English, India, French or Arabic. We learn a language as members of the society because we want to understand that society, or to be understood by that speech community. If a language is not used in any society, it dies out.

Language thus is a social event. It can fully be described only if we know all about the people who are involved in it, their personalities, their beliefs, attitudes, knowledge of the world, relationship to each other, their social status, what activity they are engaged in, what they are talking at all, what has gone before linguistically and non-

linguistically, what happens after, what they are and a host of other facts about them and the situation.

There are some important functions of language, namely ; firstly, language is used for the purposes of communication and social cooperation. In this function language enables us to influence people's behaviour in detail, thereby makes communication and social cooperation possible. Secondly, language can also function as an instrument of thought. A philosopher, for example, uses language to clarify and develop his ideas on a subject, so here language is used, as an instrument of thought. Thirdly, language can also be used for a expressive purpose.

While

Halliday (1994 : 10) there are three function of language in human life : ideational, interpersonal, and textual function. Interpersonal divides into the experiential and logical function. These are known as metafunction. Thus, the experiential function that is the use of language as the representation of experience. The users of language is representing the experience by using a clause.

Thus, language is something which is inseparable from human beings. It has an important part of human life. When we refer to the some philosophers' view they had different views of language, as Greek philosopher held that language is an instrument to look for and expressed the truth, as well as expressing the persuasion while Athena has way of life that language as instrument to achieve the certain aim which has concentrated and practiced. Language is supposed to be a beautiful in the political rule which has high level. This is the view adopted in this study.

Many linguists, sociologists , and anthropologists concern with language problems . They do some researches to answer their curiosity. For example, the

researchers want to find out the similarities and differences between two languages in terms of forms, functions and positions. The findings not only benefit for them but also for teachers, students who want to learn in detail of two languages. When there is a research in human language to be contrasted, there is also a research done how language used for certain people or parties. But it is not many. Language used for specific purpose by group of parties (popular as political language). Some researches have been conducted concerning with language of politics. For instances; Latif (1996) focused on *Bahasa dan Kekuasaan* (Language and Power) and Tampubolon (1998) made one of the observations concerning the phenomenon of death of language because this phenomenon was influential to Indonesia.

In fact, researches dealing with language of politics in Indonesia are very few conducted by linguists and sociologists, even though this research is interesting and advantageous. Since not many researches give attention to this kind of language of politics, the writer is interested to study it. But of course with different event.

In fact, language of politics is a language variety which has its own features. It has vocabulary, grammar and discourse, which are significant features of various political activities (Beard : 2000). In other words, language of politics will have its own characteristic based on who governs a certain government in a certain era. For instance ; during Suharto's administrations era, the political slogans such as ; '*Bersih, Stabil, Tertib*' (clean, stable, order) , '*azas tunggal*' (one of basic) , '*disiplin nasional*' (nasional discipline) '*mawas diri*' (self correction through introspection) , are always heard but in Megawati's administrations era are never heard all of these words or phrases. In Reformation era , the political terms or statements, such as '*politisi busuk*, ('

depraved politicians), ,, *politik uang* (*money politic*), *antek Suharto* (*Suharto henchman*) , *bersama kita bisa* (*together we achieve the goal*), *berani, jujur, adil*, (*brave, honest, just*) *kenyang, tenang, aman*, (*satisfied, quiet, peaceful*) etc are always heard but they are never heard in the New Order era . The words or phrases can be interpreted into some meanings. Sometimes the phrases or words are not popular to the society so that they can not be understood by society. Then, in language of politics during the general election 2004 use many acronyms. Such as; Caleg, Panwaslu, KPU, Capres, Cawapres, Pilpres, Parpol, KPUD, etc. It has been claimed by Halliday (1994) that variation of language means high probability of occurrence of a linguistic feature under a certain context in comparison with the general use of language. Thus, in the language of politics there is a high probability of occurrence of a linguistic feature. Halliday elaborates that linguistic experience can be best understood with reference to the transitivity system. This system is constituted of the three elements of process, participants and circumstance. Of the three elements it is the process which is the nucleus of experience since it determines the participants. In this study the language of politics is described with reference to the process type.

The topic of this study is '*Language of Politics During General Election 2004*'. In this study the writer discussed what kinds of language of Politics are stated by Indonesian Political Parties and President Candidates during election campaign 2004.

1.2 The Research Problems

Based on the explanation above, it can be identified :

1. What kinds of language of politics are used by the Indonesian Politicians during the general election campaign of 2004 ?
2. What is the dominant kind of language of politics is used in the political campaign of the 2004 Indonesian Presidential election ?
3. What types of experiential meanings are coded in the language of politics .
4. Why is the dominant type process used in the language of politics ?
5. What are the effects of those statements of politics on the electors ? Specifically, how are the meanings perceived by the electors ?

1.3 The Objectives of the Study

The objectives of research are the following :

1. To discover what kinds of language of politics is used by the Indonesian Political Parties and President Candidates during the general election campaign of the 2004.
2. To discover the dominant kinds of language of politics used in the political campaign of the 2004.
3. To discover the dominant process used in the language of politics.

4. To investigate the reasons for the occurrence of the dominant process used in the language of politics.
5. To discover the effects of those statements of politics on the electors.

1.4 The Scope of the Study

This study was focused on findings out the kinds of language of politics used by the Indonesian Political Parties during the legislative campaign or president and vice – president campaign and the duration of time. The sources of data were limited to banners , advertisements and speeches .

1.5 The Significance of the Study

The findings of the study are expected to be useful for :

1. Information for the people (members of the society) who want to understand the language of politics during general election 2004.
2. The understanding of the language of politics as a language variety which has a certain meaning and purpose.
3. The improvement of the language of politics used by politicians in the future.