

CHAPTER I

1.1. The Background of the Study

Language has an important meaning in the world of politics. Language is essential to politicians because most activities performed by politicians are created by language. Akinkurolere and Ariyo (2015:140) states that language as a social activity is a weapon in the hands of leaders to drive home their thoughts and feelings. Therefore, the language in politic becomes a very powerful medium influence the people.

The languages used in the political speeches are relatively different with common language use in everyday lives. With issue related to propaganda, campaign and political socialization, language in the political world is used by politician to persuade the public. Sometimes, politicians use rhetorical ambiguity, which is a campaign strategy that may bring more votes. Politicians adopt some positions which do not show conviction and there are moments when they change the words which describe their positions. Therefore, political speeches have specific features as a study of pragmatics, especially for speech acts.

Speech acts according to Austin (1962) fall into three classes, they are locutionary, illocutionary and perlocutionary acts. A locutionary act is an act of saying something; that is the act of producing an utterance. Illocutionary acts are the core of any theory of speech acts. Illocutionary act is the force or intention behind the words. That is, the conventional force achieved in saying of that utterance. The perlocutionary act is the effect or influence of the feelings,

thoughts or action of the listener/ hearer. Perlocutionary act could be inspiring, persuading, consoling, etc. For example, “ It’s hot in here” (locutionary) meaning I want some fresh air (Illocutionary) and the perlocutionary act effect might be that someone open a windows.

Speech acts has benefit an in political speech. Accordance with certain rules for the use of linguistic elements, speech is a primary form of language and acts as a means of getting things done. Speech is heard by a lot of people, every person has different interpretations that can influence the success candidate. It influences the audience via using various speech acts where some cases more than one illocutionary acts is found in one utterance. In addition, persuasive speech acts in political speeches brings an effective way to achieve a special political purpose. Therefore, the speech act theory is a very practical and applicable framework in analyzing presidential speeches where no utterance in them lacks one type or speech acts or the other (Altikriti, 2016).

Determining the meaning of speech act is not trivial. Searle (1978:16) states that speaking a language is performing speech acts, acts such as making statements, giving commands, asking questions making promises and so on. These acts are performed in assertive, directive, commissive, expressive, and declarative. However, how speech acts are differently performed depends on the topic and background of the speaker. As Laningan (2012:11) states that the message involves a way of conceiving for both the communicator and the communicate that is affected by the background experiences, attitudes, and knowledge of the people involved. In other words, the speech acts are determined by the background experiences either the communicator or the communicate.

One of the communicator who has unique background is Ridwan Kamil. He is a mayor of Bandung for period 2013 to 2018. He is interesting to be analyzed because he has multi backgrounds which are not linear. He studied in Architecture department, worked as Lecture in Bandung Institute of Technology and now he works as Mayor of Bandung. In other words, he is different from other politicians who have early experience in political world. Therefore, the point of this study is a candidate Mayor of Bandung Ridwan Kamil.

Ridwan Kamil's political speech has different speech acts in political campaign. Most of the speech act used in political speech is commissive speech act. For instance, previous study by Hashim (2015) found that Kerry used mainly commissive speech acts in his presidential campaign to commit himself to some future action. In addition, previous study by Al Bantany (2013) found that commissive speech acts realized through guarantee are mostly used by Banten Gubernatorial candidates because it is very strong statement that can result in positive emotion. However, based on preliminary data, Ridwan Kamil made promises and committed but did not use commissive speech act in his political speech. The examples are as follows.

Kita harus bekerja sama. Orang Bandung terkenal dengan ngeriuh, hobi gotong royong. Kita bereskan banjir bersama-sama. Nanti saya dan Mang Oded akan turun membereskan dari satu kampung ke kampung lain bersama-sama Bapak/Ibu semuanya untuk Bandung juara.

(we have to work together. Bandung people are famous with *ngeriuh*, like to do mutual cooperation. We will finish problem of flood together. Later I and Mr.Oded will finish the problem from one village to other villages together with you all for the sake of Bandung, the winner.)

(transcribed from www.YouTube.com)

Based on the speech above, Ridwan Kamil committed to do some future action by using direct speech act not using commissive speech act. It is proved when he said “*we have to work together, we will finish the problem of flood together*”. He used pronoun “we” to tell people to do something together. In other words, he used directive speech act with types of asking. In addition, in the next sentence he made promise to do something but in the end of sentence he added “*together with you all*”. It means that he actually wanted to commit himself but it is changed into directive because he made listeners take action in accordance with the desire by him.

Another example of Ridwan Kamil’s speech is as follows.

Bandung juga kalau hujan akhir pekan suka macet. *Kita harus* mengubah cara hidup kita mengurangi kemacetan. *Kita harus* cari solusi sama-sama karena orang Bandung adalah orang-orang pintar. Setuju?

Also in Bandung, if raining comes in the weekend, it will be traffic jam. We have to change our way of life to decrease traffic jam. We have to find out solution together because Bandung people are smart. Right?

(transcribed from Youtube)

Based on the speech above, Ridwan Kamil commit to decrease traffic jam by using direct speech act not using commissive speech act. It is proved when he said “*we have to change ..., we have to find out solution together..*”. In this case, he told people to do something. In other words, he used directive speech act with types of asking. Whereas, it will be his job to finish the problem of traffic jam when he will be Mayor of Bandung. It means that he actually wanted to commit himself but it is changed into directive speech act because he made listeners take action in accordance with the desire by him.

Most politicians are unaware of the fact that there is a link between what is said, what is meant, and the action conveyed by what is said. Based on phenomenon and previous studies above, this study aims to investigate the pragmatics functions of speech acts in political speeches by candidate Mayor of Bandung by Ridwan Kamil period 2013-2018. It is a part of democratic systems where people elect the future leaders directly since Indonesia is also a democratic country. Bandung one of the town in Indonesia. There were eight couples candidates of the mayor and vice mayor of Bandung period 2013-2018 who elected as mayor Bandung candidate number four Ridwan Kamil and Oded M Danial.

1.2 The Problems of the Study

1. What types of speech acts are used in Ridwan Kamil's political speeches?
2. How are the speech acts used in Ridwan Kamil's political speeches?
3. Why are those speech acts used in political speeches as the way they are?

1.3 The Objectives of the Study

In relation with the problems of the study above, the objective of the study are:

1. to analyze the types of speech acts in Ridwan Kamil's political speeches.
2. to describe the way of performing speech acts used by Ridwan Kamil in political speeches.
3. to explain the reasons why those types of speech acts are used in Ridwan Kamil's political speeches.

1.4 The Scope of the Study

This study is limited on Ridwan Kamil's political speeches in election campaign. The researcher uses the theory from Searle (1969) for analyzing the types of speech act and the way (direct or indirect) of speech act used in political speeches. In addition, the researcher uses the theory proposed by (Gupit, 1986) for the reasons of using speech act that utilized by mayor candidates 2013 of Bandung number four Ridwan Kamil in Political speeches in the ways they are.

1.5 The Significance of the Study

The findings of this study are expected to give some relevant contribution, both theoretically and practically.

1. Theoretically, this research is expected to enrich the theories of pragmatics, especially to give a better understanding and new insight on how speech acts used in political speeches are related to the aspects of pragmatic study.
2. Practically, the findings of the study are expected to be guidance for politician or other public figures in dealing with the importance of studying great speeches as well as a reference to know how to produce utterances that have