

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

The primary function of language is for communication. Cobley (2001:5) elaborates communication as a form of semiosis which is concerned with the exchange of any messages whatsoever; from the molecular code and the immunological properties of cells all the way through to vocal sentences. Communication deals with the process of exchanging information, ideas, thoughts, feelings and emotions through conversation, speech, debate, signals, writing or behavior. In communication process, a sender (encoder) encodes a message and then using a medium or channel sends it to the receiver (decoder) who decodes the message.

Language is used in many aspects of communication; one of them is in politics. Beard (2000:2) states study the language of politics is important because it helps the language users to understand how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power. Moreover, language has been a powerful tool in the hands of political leaders. They manipulate this language becomes the tool to suit their purposes. Since politics is basically about struggling to control power, it is only through language that such could be accomplished, thereby making language a very strong political weapon.

Language of politics is essential in the implementation of successful democratic rule in any country. Ayeomoni and Akinkuolere (2012:461) observes that language is the conveyor belt of power, it moves people to vote, debate or revolt and it is therefore a central explanation of political stability or polarization. Language is essential to politicians. Beard (2000:3) elaborates that politician is a practitioner of the art of politics, essential to the working of human society. The language of politics provides the opportunity for politicians to explore the resources available through language to manipulate words to suit their intentions. Hence, language could be regarded as the vehicle of politics. The candidates of governor and vice governor are also politicians, because politics is the practice to influence other people to achieve and exercise positions of governance. Most activities performed by the politicians are done through the language, such as speech, debate, campaign, inauguration, governance, rally, election, etc.

In recent years, political debates between candidates of governor and vice governor become one of the interesting television programs in several private television station in Indonesia, such as TV One. These program are also used as a venue for campaigning by the candidates of governor and vice governor to inform the work plans they will do for the next five years if they win the election. Each couple of candidates is given the opportunity to deliver the political speech about the visions and missions if they are elected become the next governor and vice governor. The primary purposes of political debates are to influence, educate, inform, persuade, incite or entertain people. Making an argumentation in debating is a vital part of the politician's role in announcing policy and persuading people

to agree with it. Several speeches and debates are made to address the people to pre-election especially at campaign for general election.

The general election of governor and vice governor is a part of democratic systems where people elect the future leaders directly since Indonesia is also a democratic country, it applies this system of election. North Sumatra, one of the provinces of Indonesia had just held the election of new governor and vice governor for the next five years on 7th March 2013. There were five couples candidates of governor and vice governor of North Sumatra fought to win for this position at that time, they were (1) Gus Irawan Pasaribu and Soekirman, (2) Effendi MS Simbolon and Jumiran Abdi, (3) Chairuman Harahap and Fadly Nurzal, (4) Amri Tambunan and Rustam Effendy Nainggolan, (5) Gatot Pujo Nugroho and Tengku Erry Nuradi. Those five couples are equally compete in gaining public support to vote them in order to get a position as governor and vice governor. The support that citizens have for the candidates will be determined by what they say and how they say it for success to be achieved whether in campaign, candidacy, programmes or policies. One of the ways to gain public support is by informing the visions and missions to public. Every candidate may have different point of view about another candidates' visions and missions, through debate they can tell what they feel about another candidates' work plans. Nowadays television becomes one of the media to introduce the candidates' visions and missions to public through their television program. The citizens can determine and evaluate the candidates by watching their performance in debating on the television programs.

Abuya (2012:8) emphasizes the fact that no matter how good a candidate's manifesto is, no matter how superior political thoughts and ideologies of a political party may be, these can only be expressed and further translated into social actions for social change and social continuity through the facilities provided by language. Therefore, no matter what is achieved in politics, whether to convince, persuade, entertain, promise, enlighten or inform the people about the political messages, language serves as the link to people's hearts in politicking to increase the number of votes. 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 in speech. Actually political leaders even ordinary people need to learn about what power used behind this language, especially language of politics, which in turn leads them to gain the position of leader. One of theory that can support language user to understand about it is speech acts.

Josiah and Johnson (2012:262) states that speech acts is a process in which a person uses an utterance to perform an act such as stating a fact, stating an opinion, confirming or denying something, making a prediction or a request, asking a question, issuing an order, giving a permission, giving a piece of advice, making an offer, making a promise, thanking somebody or condoling somebody. The choice of speech acts theory as the linguistic framework for the analysis of governor candidates of North Sumatera's televised political debates is premised on the fact that candidates perform various actions through the use of words and when utterances are made, a particular act is performed as well.

Indeed, speech act theory concerns the pragmatics of human language, i.e. how language actually is used by humans in daily life. A speech act is an act that

a speaker performs when making an utterance. Ayeomoni and Akinkuolere (2012:463) say that speech acts fall into three classes, which are locutionary, illocutionary and perlocutionary acts. A locutionary act is an act of saying something that is the act of producing an utterance. The illocutionary act is the statement made or uttered, it refers to the social act performed by the speaker while the perlocutionary act is the effect of the speaker's utterance on the hearer. It brings about an effect upon the beliefs, attitudes or behaviors of the addressee.

So by using speech acts in analyzing the candidates' televised political debates, people will know comprehensively about what is actually the meaning of candidates' utterances in debating, by analyzing the types of speech acts they use, such as state what the speakers believe (assertives), express what the speaker wants (directives), express what the speaker intends by committing themselves to do some future actions (commissives), express the psychological states that the speaker feels, such as statements of pleasure, pain, likes, dislikes, joy or sorrow (expressive) and a declaration (declarative).

1.2 The Problems of the Study

The study is based on the following research questions:

1. What types of speech acts are used in televised political debates of governor candidates of North Sumatera?
2. What is the dominant type of speech acts used in televised political debates of governor candidates of North Sumatera?
3. How do the governor candidates of North Sumatera use speech acts in televised political debates?

1.3 The Objectives of the Study

In relation of the problems, the objectives of study are:

1. to describe the types of speech acts used in televised political debates of governor candidates of North Sumatera.
2. to derive the dominant type of speech acts used in televised political debates of governor candidates of North Sumatera.
3. to elaborate the way of the governor candidates of North Sumatera use speech acts in televised political debates.

1.4 The Scope of the Study

This study will investigate speech acts used by the governor candidates of North Sumatera in televised political debates on TvOne. The main aspects will be observed is the types of speech acts, those are assertives, directives, commissives, expressives and declarative and the way of the governor candidates of North Sumatera use speech acts in televised political debates.

1.5 The Significance of the Study

The findings of this study are expected to be useful theoretically and practically:

1. Theoretically, this research is expected to be able to give contribution for the sociolinguistics research through speech acts about how to use locutionary act in communication that can lead to have the intended perlocutionary effectively to the listeners.

2. Practically, the findings of the study are expected to be able to use as a model to identify the successful speech acts used for social interaction in formal situation, particularly for political speech.



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