

CHAPTER I

INTRODUCTION

1.1. Background of the Study

“Language exerts hidden power, like the moon on the tides” is the wise word said by a great novelist, Rita Mae Brown (n.d.). People use language to express ideas and feelings using signals, sounds, and gestures, and for a variety of purposes and reasons. It can also be used as a means of changing reality if it is performed by a powerful figure such as a president. The president utilizes the language as a political instrument to influence society in general. Political speech can be seen as a means of creating and maintaining social relationships, expressing feelings, and selling ideas, policies and programs. Hence, presidential speech is interesting to analyze because of the massive impact on society.

One of many interesting presidential speeches are the seventh Indonesian president’s speeches, Joko Widodo (known as Jokowi) at the two international economic forums which contain cinematic references. First, on the World Economic Forum on ASEAN in Hanoi, Vietnam, September 12, 2018, President Jokowi twisted the language of famous comic books which became a blockbuster movie to illustrate the threats the world faces today. He took the analogy of the “Avengers: Infinity War” movie where a figure named Thanos threatens to swab out half the earth’s population. President Jokowi said he and his fellow Avengers were ready to avoid this from happening by collaboration. The speech became globally viral because of the popular superhero reference. It turned

into world trending topic at social media and also as a headline in many online news, TV news, and worldwide newspapers (Septiari, 2018). Second, at the plenary session of the International Monetary Fund (IMF) and the World Bank Annual Meeting in Nusa Dua Bali, Indonesia, October 12, 2018, President Jokowi dropped another cinematic reference by making a comparison of the current global economic situation with “Game of Thrones”, HBO’s Emmy-winning television series adapted from a series of novels written by George R.R. Martin. His speech even earned standing applause from all the audiences (Gorbiano, 2018).

Speech according to Arsajad (2019) is an activity to express a description or opinion done by someone verbally about something or a problem by expressing a description of the problem using sentences that must be clear in front of the masses or many people at a certain time. It is assumed that speech is an activity that can be done by someone with the aim to transmit and instill various ideas, ideas or concepts from the speaker to the public in public and aims to make the listener in no doubt of the ideas that have been delivered by the speaker. Speech is the act of speaking in public which is generally in the form of proper speech by a leader to convey his opinion, or to provide an overview of an important thing or event that must be discussed. Thus, many things can be conveyed in a speech, such as a victory speech from a leader.

To understand the meaning of certain speeches, pragmatic competence is needed. According to Yule (1996: 3) pragmatics is concerned with the study of meaning as communicated by speaker or writer and interpreted by a listener or

reader. Such studies certainly involve interpreting what kind of person is meant in a particular context and how the context influences what is said. People produce speech in a particular context when they use language in a talk. A speech is an element of speech analysis that has been identified in a variety of ways but is most common as a series of words in person's turn to talk reduced under a single opposing intonation (Schmidt and Richards, 2002). The speech must be recognized by the listener so that the speaker's message can be conveyed effectively. Therefore, it is important to recognize the context of the conversation. When the language speakers produce speech in a certain context, they also perform actions like informing, ordering, or requesting. This action is known as speech act.

Speech act is one phenomenon of pragmatics. The words speech acts are derived from two words: speech and act. Speech is the utterance that occurs and act means action. There are three types of speech act according to Austin (1962: 108) and Searle in Rahardi (2005: 35-36): (1) Locutionary act, (2) Illocutionary act, and (3) Perlocutionary act. Locutionary act is the literal meaning of the utterance. Illocutionary act refers to the extra meaning of the utterance that results from the origin of its literal meaning. Meanwhile, perlocutionary act is related to the influence of the utterance on listener, depending on certain condition.

Specifically, Searle in Rahardi (2005: 14) classifies the illocutionary speech acts into five forms as follows: (1) Directive, (2) Commissive, (3) Representative, (4) Declarative, and (5) Expressive. The different types of speech act perform many functions such as switching factual information, intellectual

information, emotional attitudes, moral attitudes, persuasion, and socializing. Furthermore, it exposes various communicative intentions of the speakers in producing utterances. The speakers highly expect that the hearers grasp the speakers' intention. In fact, many speeches are implicitly expressed. Implied expressions represent intentions that are not expressed explicitly in speech. Therefore, speech act analysis is a fascinating study to be further explored.

1.2. Statements of the Problem

The statements of the problem are:

1. What types of speech acts are presented by Jokowi in his speeches?
2. Why did Jokowi present the illocutionary acts viewed from the contexts of situation underlying the speeches?
3. What are the prospective perlocutionary effects of the dominant illocutionary acts found in Jokowi's speeches?

1.3. Objectives of the Study

The objectives of the research are:

1. To describe the type of speech acts found in Jokowi's selected speeches in reference to the Austin and Searle classification of speech acts.
2. To describe the reasons why Jokowi performs the kind of illocutionary acts by intensely analyzing words, phrases and sentences considering the context of situations. Hence, the speaker's intentions in presenting the speeches are supposed to be explored.

3. To describe the prospective perlocutionary effects of the dominant illocutionary found in Jokowi's speeches. When the speaker performs the illocutionary acts, it possibly has an effect on the hearers whether they may or may not perform the action as expected by the speakers. Therefore, identifying the effects contained in the Jokowi's speeches is expected to be required to.

1.4. Significance of the Study

This research proposes both theoretical and practical significance. Theoretically, the founding of this research enriches the theories about the analysis of political language in speeches which are used to persuade, influence people, and build image. In addition, the language used in Jokowi's speeches enhance several terms in the field of economics since they were presented at the World Economic Forum and IMF Forum.

Practically this research can offer some significance as follow:

1. This research beneficial for the linguistic scholar as reference since it provides example and analysis of pragmatics in general and speech acts in particular.
2. The results of this research advance the understanding of how a language is used to convey certain actions, why it should be performed, and how it affects the hearers viewed from the analysis of speech act. In a nutshell, this research shows the power of language.

3. This research is expected to be a reference for other researchers to conduct further studies. They may carry out the theoretical source used to examine the data and speech acts data analysis procedure to present speech acts analysis on diverse context.

1.5. Scope and Limitation

The scope of this study is about two speeches delivered by President Jokowi which use cinematic reference. They are Jokowi's speeches on the World Economic Forum on ASEAN in Hanoi, Vietnam, September 12, 2018, and at the plenary session of the International Monetary Fund (IMF) and the World Bank Annual Meeting in Nusa Dua Bali, Indonesia, October 12, 2018.

The limitation of this study is about speech acts analysis on President Jokowi's cinematic reference speeches according to Austin's and Searle's theory. There are three types of speech act according to them: (1) Locutionary act, (2) Illocutionary act, and (3) Perlocutionary act. The concept of felicity condition and the context based on Holmes' theory are used to describe the reasons why Jokowi performs the kind of illocutionary acts. Lastly, Austin's theory and the concept of cinematic reference are utilized to describe the prospective perlocutionary effects to the hearer of the dominant illocutionary found in Jokowi's speeches.

1.6. Assumption of the Study

This study is conducted under the assumption that there are many declarative locutionary acts and assertive illocutionary acts because President

Jokowi's speeches have strained both encouragement and criticism. Moreover, Jokowi performs the kind of illocutionary acts by using cinematic reference which is the analogy of the movie "Avengers: Infinity War" and "Game of Thrones". Both of them were chosen by Jokowi to deliver the serious point that economics is not a zero sum game of winners and losers. It supposed to be win-win solution. Countries can trade and prosper together as many leaders from the region underlined.

1.7. Operational Definition

1.7.1. President Joko Widodo

Joko Widodo, commonly called Jokowi was born in June 21, 1961 in Surakarta, Central Java, Indonesia. He is a businessman, politician, and Indonesian government official who has served as governor of Jakarta (2012-2014) and as president of Indonesia for two terms (2014-2019 and 2019-2024). Jokowi, who captivated international thought with his populist campaign style and anti-corruption platform, became the first Indonesian president without a military background or belonging to one of the country's major political families. His election victory was seen by many analysts as a sign of the formation of a new, more democratic era of Indonesian politics (Hollar, 2020).

1.7.2. Cinematic Reference

Cinema, also called film or movie or motion picture is the art of moving images, a visual medium that tells stories and exposes reality. It is series of still

photographs on film, projected in rapid succession onto a screen by means of light. Because of the optical phenomenon known as persistence of vision, this gives the illusion of actual, smooth, and continuous movement (Manvell, 2020).

Cinematic reference in this study means two motion pictures which are used by Jokowi in his speeches as the analogy. First, on the World Economic Forum on ASEAN in Hanoi, Vietnam, September 12, 2018, President Jokowi took the analogy of the movie “Avengers: Infinity War” to illustrate the threats the world faces today (Martin: 2018). Second, at the plenary session of the International Monetary Fund (IMF) and the World Bank Annual Meeting in Nusa Dua Bali, Indonesia, October 12, 2018, President Jokowi compared the current global economic situation with the famous American TV series “Game of Thrones” (McKinney: 2015).

1.7.3. Speech Acts

Austin (in Cutting, 2008: 13) defines speech acts as an action performed in saying something. This is similar to Yule (1996: 47) which means that speech acts are actions carried out through speech. In addition, Searle (1969: 16) states that the production or publications of sentences taken under certain conditions are speech acts, and speech acts are the basic or minimum unit of linguistic communication. Speaking a language is performing speech acts such as making statements, giving orders, asking questions, and making promises. In a nutshell, speech act is an instrument to interpret the meaning and function of words in different speech situations. It distresses itself with the symbolism of words.

