

CHAPTER I

INTRODUCTION

This chapter covers the background, objectives, significance and the scope of the study.

1.1 Background of The Study

Language is the main medium for human in daily communication. In daily social life, human need to communicate with the other in order to share the same interest. Through language, communication able to transfer the same ideas, same meaning, and feeling, and it makes the language as the primary thing which conducts communication regularly. Communication can be defined as a process of sending and receiving messages through verbal or nonverbal meaning (Nordquist, 2018). The use of language in daily communication is a medium in order to make their communication easily understanding each other. However, recently the definition of language as a medium for communication widely developed, it can be widely defined as the other medium in political and powerful discourse through an ideology. Furthermore, language can be seen as a process of domination which applied by certain powerful people to the powerless (Fairclough, 2013).

As a medium of communication, language can be an indicator for intellectuality and sociality development for human, by analyzing the language, it can reveal the ideas, and the concept of language which shared to the other. The way thinking of human can be reflected through the language that produces by them. Since ancient time, the language in communication is a primary need which

unconsciously conducted in a different type of information sharing. As the way of thinking, sometimes language creates the code which only can be read by the member of society, and the code becomes the major communication for the society member as their first language.

As a medium, a language is a tool for powerful people who conduct communication in front of the public. A person who conducts communication through language in front of the public able to share the same ideas as his own interest and it can be acceptable by the audience if they share the same code of language. Otherwise, if the speaker has no ability to share the same code of language, the process of sharing information through language could be a failure and hard to understand by the audience. Speech is interpreted as one of communication in front of the public which intentionally shares and persuade the audience. Speech contains certain ideas which produced systematically by the addresser in order to share the important information.

As a methodology of communication, Public Speaking can be divided into 3 types as Speaking to inform, speaking to persuade, Motivate or Take Action or it can be Speaking to Entertain (Dev, 2017). Usually speaking to inform deals with a process of sharing information from the speaker to the audience. The type of this public speaking generally called as an informative speaking and sometimes it related to an argumentative speaking. As an informative communication for speaking, Speech can be concluded as a part of Public Speaking.

As effective communication for communication in front of the public, speech is able to explore the response of the audience during the process of speech.

Unconsciously, the audience would give their agreement to the speaker through their intention while speech is conducted. Speech can be interpreted as a context which is linked to the meaning and the speaker while using speech as a medium to produce the ideas and the ideology. In the process to reveal the context and ideology, discourse analysis is a medium to reveal the context and ideology which is hidden in a text.

In Indonesia, liberal ideology becomes a sensitive issue since it concludes as the full freedom circumstance by the people who discredit freedom. Liberal ideology deduces as an autonomy of the individual to achieve their goals, but mostly it gets bias meaning in Indonesia. General people who discredit liberal Ideology in Indonesia decides liberal ideology as freedom which related to plurality represents bad behavior among the liberalist (Izzati, 2013).

Indonesian people normally conclude liberal ideology as the freedom that related to negativity. In political ideology, liberal becomes a bias, since Pancasila is the first ideology in Indonesia which proposed by Soekarno, the first Indonesia President. Moreover, in Indonesia, liberal ideology represents freedom, plurality, no boundaries and autonomy related to the United States of America.

Joko Widodo was inaugurated in 2014 by the House of Representative of Indonesia after a long journey to win the presidential race to defeat Prabowo Subianto (Bayuni, 2018). During his regime, as a president, Joko Widodo deals with the political issue which is produced by the opposition. Joko Widodo deals with the communist issue, anti-Moslem, and liberal, etc. The issue spreads through social media and the issue concluded by the political decision, style or choice of words

produced by Joko Widodo (Bevins, 2019). Since the decision that made by Joko Widodo interprets the ideology of Joko Widodo, the presidential speech which is produced by cabinet secretary of Indonesia can represent as Joko Widodo's ideology.

Joko Widodo as seventh President of Indonesia is inaugurated on October 20th, 2014 with several political parties in Indonesia which declared their coalition as The Great Indonesia Coalition (Koalisi Indonesia Hebat) led by Megawati Soekarno Putri (BT saragih & Parlina, 2014). The main political party which proposed Joko Widodo in the election, Indonesian Democratic Party of Struggle (Partai Demokrasi Indonesia – Perjuangan) is one of biggest parties in Indonesia with the ideology is based on Pancasila (Sundari, 2018). Hence, PDIP represents itself as the pure successor of Sukarno's ideology. PDIP claims its ideology based on the defense of unity and integrity of Indonesia against the internal and external obstacle, tolerance in religious and cultural inclusiveness, and fighting for the interest of the general people (Sherlock, 2009).

Joko Widodo decided to be the candidate of 2019 presidential race in a goal to be re-elected as the eighth president of Indonesia together with K.H. Ma'ruf Amin as his vice president candidate. As a president, Joko Widodo should leave the presidential office to join the presidential race and become an incumbent during the race. Joko Widodo must deal with the consistency of being an incumbent during the presidential campaign, and Joko Widodo should pay attention in making a decision as a president during the campaign. During the campaign, Joko Widodo

will be observed by his rival in the presidential race, in order to seek the weakness and to find a spot to defeats Joko Widodo.

During the race, the rival of Joko Widodo, Prabowo Subianto with his vice candidate Sandiaga Uno and their campaign team produced issue about Joko Widodo during Joko Widodo regime as a president or as an incumbent. The issue talks about liberal ideology in Joko Widodo regime. Joko Widodo accused as a president who ruled Indonesia by liberal ideology which related to freedom and autonomy. The liberal ideology issue commonly focuses on Joko Widodo's foreign policy decision which is judged as Joko Widodo sells Indonesia to the foreign country.

During these political years, the liberal political ideology issue in Joko Widodo becomes an urgent topic to discuss since the inappropriate liberal issue itself attached to Joko Widodo. The presidential election this 2019 become the second presidential election for Joko Widodo and Prabowo Subianto. The opposition attempts to produce the liberal issue during the presidential campaign (Mazumdaru & Purwaningsih, 2018).

Furthermore, the figure of Joko Widodo as an incumbent during the political year is observed by the opposition, especially the discourse and the decision which represents his ideology.

During the regime, president Joko Widodo as the front-man of Indonesia government produces speech in order to convey the official information about anything related to the government, executive of Indonesia. Joko Widodo regularly

conducts the presidential speech which is shared in the annual report at the house representative of Indonesia on August 16 each year to inform the house and the fellow about Joko Widodo's government.

Joko Widodo's speech is made by the cabinet secretary with cooperation and affirmation from Joko Widodo. The cabinet secretary is an equal institution to the Ministries in the cabinet of Joko Widodo with the main responsibility of cabinet secretary is for providing technical, administrative and analytic supports for President and vice president. The cabinet secretary is responsible in archiving Joko Widodo's speech and translating the English version of Joko Widodo's speech. The cabinet secretary is the authorise institution which produced Joko Widodo's speech in English. The term "unofficial translation" of Joko Widodo's speech is the courtesy of administration for publication by the cabinet secretary, and the official speech of Joko Widodo is written in Indonesian. Every speech by Joko Widodo is transcribed by the cabinet secretary, and the speech is uploaded into the official website of the cabinet secretary.

Presidential speech is a crucial activity for president which should obey the diction and the discourse to prevent any misinterpretation by the addressee. Since 2018 became the political year which led into the presidential election, every word spoken by Joko Widodo as the president of the republic Indonesia will be observed and interpreted by Indonesian citizen, including researcher, students, or opposition side to fight against him. As the front-man of the republic Indonesia, Joko Widodo will arrange his words into a good sentence to prevent misinterpreted by the addressee.

In order to reveal the discourse beyond the speech, the writer conducts the study by analyzing the speech using critical discourse analysis by Norman Fairclough. Critical discourse analysis proposed by Norman Fairclough can also be applied to the other different text, such as Joko Widodo's unofficial translation speech published by the cabinet secretary.

Therefore, the writer is interested in picking unofficial translation of Joko Widodo's speeches which published at the official website of Cabinet Secretary of Indonesia as the corpus of this study.

1.2 Research Question

How is Liberal Political Ideology identified in the unofficial translation of Joko Widodo's speeches published at the official website of Cabinet Secretary of Indonesia?

1.3 Purpose of The Study

This study is trying to discover the liberal political ideology found in the unofficial translation of Joko Widodo's speeches on the text dimension, discourse practice and sociocultural practice.

1.4 Scope of The Study

This study focuses on analyzing clauses and words containing liberal political ideology theory by Andrew Heywood. The clauses and words are analysing using 5 indicators of liberal political ideology, individualism, freedom, justice, tolerance and rationale.

1.5 Significance of The Study

This study is expected to enrich the study of analyzing the unofficial translation of Indonesia presidential speech, especially Joko Widodo's speech. Also, the writer intentionally conducts presidential speech study to help future research for English literature students in Universitas Negeri Jakarta who want to analyse presidential speech using critical language study by Norman Fairclough. In the end, the study hopefully will improve background knowledge about discourse in politics.