# The Study of Illocutionary Act: Jokowi's Campaign Speech On "Mewujudkan Jakarta Baru"

*Farchan Ismail*

## Abstract

Campaign speech is the important step to attract voters' mind in the political election. The candidates choose the proper diction to make the voters believe about their future programs. This study attempts to analyze political campaign speech of Jokowi for Jakarta gubernatorial election. The objective of this study is to reveal what Jokowi's intention and purpose in his campaign speech. This study helps politicians to learn and investigate about the political strategy in campaigning, and for Jakarta gubernatorial election voters, it might help in monitoring Jokowi's programs in the campaign and its realization. This study applies qualitative research method approach. The writer uses YouTube as media to collect the data. In analyzing the data, the writer uses Speech Act Theory, especially Illocutionary Act that is proposed by John Searle. The finding of the study, the writer found that Jokowi mostly use representatives speech act in his campaign speech. Since the representatives speech act deals with the speaker's belief, Jokowi believes there must be some improvements for Jakarta by using representatives act in his campaign speech.

*Keywords*: Campaign; Illocutionary Act; Politics; Speech Act

## 1. Introduction

In any democratic country, political election is an essential event. Political Election is conducted to elect a new chief of local, state, or national. Political campaign surely happened before the final day of election. Political campaign is a period for the public to consider which candidate that is going to govern in the next period. While for the candidates, political campaign offers the best opportunity to hear public aspiration and declare their long-term goals. Therefore, in the period of campaign, the candidates are more intense in presenting to public and by frequently contributing in social activities. Furthermore, the candidates will compete in some ways such as conventions, political discussions, debates, appearances, and television advertising. Thus, the campaign function is to guide voters' mind about who the appropriate leader is (Brady, et.al, 2006).

In a campaign, the candidates always declare and explain their vision and mission for the next period of governance if they are elected. In declaring their vision and mission, the candidates commonly deliver campaign speech that is directed to the public. Campaign speech is considered as the persuasion step of the candidates in order to get public's impression. According to Taillard (2000), persuasion is the communicative act that brings some goals, which are: an audience that has been persuaded has understood the utterance and believed its message.

The most recent election in Indonesia is Jakarta gubernatorial election. The candidates compete for Jakarta gubernatorial election final day on 20 September 2012 and one of the candidates is Jokowi. He has become a phenomenal public figure since he proclaimed himself as the candidate of Jakarta's governor election collaborated with Basuki Tjahaja Purnama or more popular with name Ahok. Although Jokowi is a newcomer to the Jakarta political scene, he is familiar to Indonesian public eye. Jokowi had served as Mayor of Solo since 2005, and was already well known as having a good reputation and success in running the city. He succeeded developing Solo with the motto *Solo*: *The Spirit of Java* and successfully make the city to become a member of the Organization of World Heritage Cities (Yew-Foong et.al, 2012). One of Jokowi's campaigns was posted in YouTube titled "Mewujudkan Jakarta Baru" and that video is kinds of political campaign speech.

From the phenomena of Jokowi political speech for Jakarta Gubernatorial Election, the writer presumes that there are some intentions and act performed by Jokowi through his political speech. Hence, the present study would like to find out Jokowi's intentions and act performed in his political speech by using Pragmatic approach. To uncover Jokowi's intentions, the writer analysed it by using Speech Act Theory, especially Illocutionary Act. Searle (1976) states that the utterance of some sentences in specified circumstances could be treated as the performance of an act. Illocutionary act is one of sublevels of speech act. According to Vanderveken (1990:1) statement, "Illocutionary acts are important […] because they are primary units of meaning in the use and comprehension of natural language". Illocutionary act is an act performed in saying something. Austin (1975) stated illocutionary act emphasizes that if we say something, it means that we also do something.

Regarding the explanation of speech act above, this study applied that theory to analyze Jokowi's campaign speech for Jakarta gubernatorial election. There are some related studies which have been conducted previously. One of them is a study conducted by Winarti (2005) that analyzed about speech act in instant messenger chat spoken by English Department Students Unair. Then, there is a study that was conducted by Amelia (2008) who analysed about the function of Speech Act used by male and female preachers. Another study is conducted by Hayati (2010) that analyzed speech act in public advertisements in Surabaya Different from them, this study only concerned on illocutionary act features in Jokowi's campaign speech.

## 2. Method

The data from this study are taken from YouTube. As we know that YouTube is one of the popular websites that providing shared videos. YouTube was chosen because the video on that website can be downloaded or grabbed without pay any cost. The writer takes only one video that relevant for this study. The object of this study is Jokowi's campaign speech titled' *Mewujudkan Jakarta* on 3 June 2012 that was published on 15 June 2012 by the official of Jokowi-Ahok successor teams which have YouTube account named *'Pembaharu Jakarta'*. This video was chosen because it has a longer duration than other Jokowi's video campaign. The duration is one of the writer's considerations because the long duration video contains more data that is suitable to observe and for further analysis in this study.

Firstly, the writer downloads the video that related to this study. The related video that was chosen for this study entitled *'Mewujudkan Jakarta Baru'* of Jokowi campaign speech and the length of video duration is about forty five minutes. To make easier in transcribing Jokowi's utterances in that video, the writer decided to download it than buffered that video directly. By downloading the video, it will give advantages such as; easier to rewind if there are some missing utterances in the process of transcribing. After downloading the video, the writer transcribes the whole video and underlining Jokowi's utterances that contain speech act features. After doing the transcription, the writer will categorize every utterance based on Searle's speech act features, especially Illocutionary Act. The next step is analyzing speech act in Jokowi's speech based on the context that is about politics. Finally, the writer concludes finding of the results.

## 3. Discussion

Searle (1976) suggested a number a dimensions of variation to classify speech act categories referring to a number of basic things we can do with language. The dimensions are based on the purpose of illocutionary point (Archer, Aijmer & Wichmann, 2012: 39). The five categories of illocutionary act are representatives, commissives, directives, declarations, and expressives.

In this section, the writer will present, analyze, and explain the data taken from Jokowi campaign speech. The writer will utilize those Searle's five categories of illocution point for analyzing each utterance. After reading and focusing the data, the writer found that the representatives act is the most frequently used by Jokowi in his campaign speech. The occurrences of representatives act in Jokowi act is eighty eight times (88) in from the entire speech. Then, the directives act is in the second top that occurred nineteen times (19). The commissives act in Jokowi campaign occurred fourteen times (14). The fewest acts that occurred in his campaign speech are declarations act that occurred five times (5) and expressives act that only occurred five times (5) from the entire speech. The following

table shows the number of speech act found in Jokowi's campaign speech based on Searle's illocutionary act categories.

| No | Illocutionary Act Categories | Number of Items |
|---|---|---|
| 1 | Representatives | 88 |
| 2 | Commissives | 14 |
| 3 | Directives | 19 |
| 4 | Declarations | 5 |
| 5 | Expressives | 5 |
| | **Total** | **131** |

**Table 1.** The number of illocutionary act found in Jokowi Campaign Speech

### 3.1 Representatives

Based on Yule (1996: 53) representatives are kinds of speech acts that state what the speaker believes. The representatives keywords are: hypothesize, insist, boast, complain, conclude, deduce, diagnose, claim, suggest, believe, assume and suspect. In Jokowi campaign speech, it was found eighty eight (88) data that contain representatives speech act. In his campaign speech, the representatives are uttered when Jokowi wants to state about facts and to express what his belief to the public. The following is the data with representatives speech act.

Excerpt 1:

> **Saya ingin bercerita sedikit mengenai 7 tahun yang lalu waktu saya, karena kecelakaan terpilih menjadi wali kota. Saat itu, saya dipilih hanya 37%, hanya terpaut sedikit dengan yang kandidat no 2, 37%, kemudian pada saat yang pilkada kedua, karena saya sudah bekerja selama 5 tahun, pilkada kedua tanpa kampanye, saya keluar tanpa uang serupiah pun saya dipilih 91 %.**

In this context, Jokowi intends to inform public about his story when became major of Solo. The word '*karena kecelakaan*' (accidentally) is a kind of modest statement. In the next utterance, Jokowi produces contrast statement. He utters '*karena saya sudah bekerja selama 5 tahun, pilkada kedua tanpa kampanye, saya keluar tanpa uang serupiah pun saya dipilih 91 %*'. He intends to inform public about his winner in second election was caused by his accomplishment record in five years governance period before. The utterance above clearly to shows that Solo citizen really trusted him to continue his governance at that time. By showing the percentage number of the election result '*91%*', he wants to emphasize his voting was over exceeded from other candidates although he spent the less budget in doing the campaign for the second election. The utterance above considered as 'claim' statement. Thus, according to the classification of illocutionary act, claiming can be considered as representatives act.

Excerpt 2:

> **Ingat ,tahun 80 transportasi masal kita sudah 18% dari total kendaraan yang ada, tetapi tahun ini saya baca malah turun jadi hanya 2%, ya kalo macet di mana-mana wajar.**

In this context, Jokowi complains about the number of public transportation which decreasing in the last twenty years. From utterance above, Jokowi intends to inform the facts that the number of mass transportation in Jakarta decrease drastically. By exposing statistical percentage about the decreasing number of public transportation in last twenty years, he stresses his complaint that the number of public transportation is insufficient and still far from ideal number. Due to decreased number of mass transportation, traffic jam is normal effect that happens everywhere. According to the classification of illocutionary act, complaining is considered as representatives act.

### 3.2 Commissives

Yule (1996: 54) states that commissives are those kinds of acts that speakers commit themselves to do some in the future. Similarly, by performing commissives speech act, the speaker commits to the course of action. Commissive keywords are: plan, commit, promise, tomorrow, and later. In Jokowi campaign speech, it was found fourteen times (14) data that contain commissives speech act. The commissives are uttered when Jokowi commits to the future action, such as make a promise to do some revolution change for Jakarta with his programs. The following is Jokowi utterance that contained commissives speech act.

Excerpt 3:

> Kembali ke, tadi, transport yah. **Memang ada yang harus dibenahi adalah buswaynya, tapi busway untuk jalur-jalur padat akan kita ganti dengan yang namanya railbus**. Trem tapi sistem bus.

The utterance considered as commissiveact because it contains the word 'akan kita ganti'. In this context, Jokowi intends to promise there will be a change in the application of busway. He assumes that needed to modify the application system of busway for crowded track. He proposed trem with railbus (bus with rail system) to replace busway in crowded track in order to reduce traffic jam in Jakarta. He assumed that railbus will give more benefits than apply busway in the crowded track because it has more seats for the public.

### 3.3 Directives

Yule (1996: 53) states that directives are speech act which speaker attempts to get hearer to do something. The Directive keywords are: ask, order, command, request, beg, plead, pray, entreat, invite, permit, dare, challenge. From the analysis, it was found nineteen times (19) data that contain directives speech act. The directives are uttered when Jokowi wants the changes of situation in the future (by hearer) or wants the hearer to do some future action. The following excerpt Jokowi utterance that contained directives speech act.

Excerpt 4:

> **Jadi yang punya mobil jangan sekali-kali diberikan fasilitas-fasilitas terus.**

In this context above, Jokowi intends to prohibit the providing facilities for the car. From utterances above, Jokowi intends to order the authority to reduce good facilities for private vehicle. He wants to tell public that provide good facilities for private vehicle cause the rapid growth of private vehicle number. By prohibiting the improvement of private vehicle facilities, it will reduce the growth of private vehicle that also reduce traffic jam problem. From the classification of illocutionary act, ordering is considered as directive act.

### 3.4 Declarations

Declarations are words and expression of the speaker that change the worlds by his utterance, for example the use of words 'I bet', 'I declare', and 'I resign' (Cutting, 2002: 17). According to Yule (1996: 53) to perform a declaration act appropriately, the speaker has to have a special position in a specific context. From the whole data, it was found five times (5) data that contain declarations speech act. The declarations are uttered when Jokowi wants to bring the state of affairs via his utterances. By doing declarations speech act, he use his special role as a candidate who will rule the Jakarta if they elected in the next period of governance. The following excerpt is Jokowi utterances that contained declarations speech act.

Excerpt 5:

> **Kalau sudah pegang ini, rumah sakit berani nolak, dirutnya pasti, kalau itu rumah sakit negeri dirutnya langsung saya copot detik itu juga. Kalau rumah sakit swasta, nolak juga, saya panggil pasti saya sampaikan, hati-hati saudara minta ijin gak akan saya keluarkan.**

In this context, Jokowi declares about the application of his policy about Kartu Jakarta Sehat. The utterance above is kind of warning directed to state hospital and private hospital. In this case, Jokowi uttered the warning statement to make state hospital and private hospital accept Kartu Jakarta Sehat as a new system that will be applied in Jokowi period. He declared that Kartu Jakarta Sehat would make public get cheap or even free health services whether from state hospital or private hospital. As governor candidates who have special roles, he may issue those policies. By declaring those statements above, he guaranteed the function of Kartu Jakarta Sehat for low class people and indirectly insisted the local hospital and private hospital to accept it as a system of public health service.

### 3.5 Expressives

According to Yule (1996: 53), expressives are speech acts that state what the speaker feels. It can be statements of pleasure, pain, likes, dislikes, joy, or sorrow. In doing directives act, speaker express

a psychological state towards the hearer (Archer, et.al, 2012). From the analysis, it was found five times (5) data that contain expressives speech act. The expressives are uttered when Jokowi feels about situation that happened before. The following is sample of Jokowi utterance that contained expressives speech act.

Excerpt 6:

> Dari yang saya coba, saya naiki semuanya, yah seperti itu, gimana. **Nyaman juga tidak, tepat waktu juga tidak, tempat duduknya ya kayak gitu.**

In this context, Jokowi intends to express about his feeling about the quality of public transportation in Jakarta. The word *'gimana'* and *'gitu'* are used to express the same feeling of the Jakarta citizens about the public transportation service quality. It contained negative messages about the quality of public transportation, which is still far from the standard. By uttering that statement, he intends to complain about the quality of busway application in Jakarta.

## 4. Interpretation of the Data

Based on the finding, the writer found that Jokowi performed all five illocutionary act in his campaign speech. The most significant number in its occurrences in his campaign speech is the representatives act and the lowest is the expressives act.

As shown in the analysis, Jokowi mostly used representatives speech act in his campaign speech. Searle (in Archer, et.al, 2012) states that representatives illustrated as speech act expressing the speaker's belief that something to be true. Since the representatives speech act deals with the speaker's belief, Jokowi believes there must be some improvements for Jakarta by using representatives act in his campaign speech.

The representatives speech act in Jokowi campaign speech was functioned for several purpose such as: complaining, criticizing, telling experiences, stating a fact, assuming, suggesting, predicting, concluding, and claiming about the his achievement in governing Solo. It is not surprising if complaints occurred in Jokowi campaign speech because one of other candidates in the election was still as the Governor of Jakarta at that time. The complaining statement was used to express about the negative situations which caused by unresolved problems in Jakarta and bad policies that was applied by current or former government. His complaint was directed to the main problems in Jakarta, such as traffic jam and public transportation; education system problem; health public service; and green area and environment. The analysis result showed that when Jokowi complaining about dissatisfying situation or policies, he tends to exposing fact and sometimes followed by a suggestion. When telling experiences, he intends to persuade public that he deserves to be the next governor in Jakarta because of his good record of accomplishment in Solo before.

The second most speech act used by Jokowi in his campaign speech is directives speech act. The directives speech act in Jokowi campaign speech was functioned for ordering, inviting, demanding, advising, prohibiting, and commanding. The directives was used by Jokowi in his campaign speech functioned to make public involved in solving several problems in Jakarta. In this case, directive act functioned as a kind of effort to order public to do some act. Furthermore, the directives function of commanding in Jokowi campaign speech was used when Jokowi wants the public to do some action, and mostly the command deals with the effort for reducing the traffic jam problem.

Jokowi used the commissives act when he commits to do some future action. In the campaign, commissives act surely occur when the candidates promise to do some improvement through his programs. In this case, Jokowi also commits to do some improvement in making better Jakarta. Generally, he promises to do some improvements by committing to solve traffic jam and improve public transportation service; guarantee free education for low class people; improve public health service; and expanding green area. Commissives act occurrences number in Jokowi campaign speech is insignificant because it only occurred five times in his speech. Actually, we can infer his promises for the next period of governance by examining his statements about criticizing, complaining, advising about condition of Jakarta in the former government period. When he complaining about negative policies that applied by current government, automatically he intends to promises some solutions and improvements in the future.

The less occurrences number in Jokowi campaign speech is declaration and expressives. Declarations and expressives act occurred five times in Jokowi campaign speech. The declarations act functioned as a kind of effort to propose his planning in the next period if they succeeded in the election. As a candidate, he may have a special role to declare about their long term programs in the future. In the other side, the expressives function was used by Jokowi to express about his feeling. In his campaign speech, he mostly expressed the negative situation in Jakarta such as bad system in busway application. By performing expressives act, Jokowi wants to represent what Jakarta citizens' feel about the condition in Jakarta.

## 5. Conclusion

Political campaign is an essential event in any democratic country. Political campaign has the special function that is to attract public impression. From the candidates of the election utterances, it can be understood what actually intentions and act performed by the candidates. Using speech act theory of pragmatics, this study aims to find what Jokowi intentions and act performed in his campaign speech for Jakarta gubernatorial election.

The writer found all five categories of speech act from the entire Jokowi campaign speech. The findings of the data show that representatives act is the most speech act that occurs in Jokowi campaign speech. Followed by the occurrences of directives act that is second top in Jokowi campaign speech.

Jokowi mostly used representative in his speech campaign to represent what his belief that there must be some improvements for Jakarta. Representative speech act in his campaign speech generally give draw attention to the main problems in Jakarta such as traffic jam problem and public transportation; education system; and public health service. The representatives speech act in Jokowi campaign speech was functioned for several purpose such as: complaining, criticizing, telling experiences, stating a fact, assuming, suggesting, predicting, concluding, and claiming about the his achievement in governing Solo.

## 6. References

Amelia, J. (2008). *Analysis of the function of speech act used by male and female preachers*. Unpublished Thesis. Surabaya: Airlangga University.

Archer, D., Aijmer, K., & Wichmann, A. (2012). *Pragmatics*. New York: Routledge.

Austin, J. L. (1975) *How to Do Things with Words (2nd ed)*. Oxford: Oxford University Press.

Brady, H. E., Johnston, R., & Sides, J. (2006). *The Study of Political Campaigns*. University of Michigan**.

Cutting, J. (2002). *Pragmatics and Discourse: A Resource Book for Student*. London: Routledge

Hayati, N, (2010). *Speech Act Analysis of Public Service Advertisement in Surabaya City*. Unpublished Thesis. Surabaya: Airlangga University.

Searle, J. R. (1976). A Classification of Illocutionary Acts. *Language and Society,* 5, 1-23

Taillard, Marie-Odile, (2000). Persuasive communication: The case of Marketing. *UCL Working Papers in Linguistics,* 12,145-172.

Vanderveken, D. (1990). *Meaning and Speech Acts: Principles of language use. vol. 1*. Cambridge: Cambridge University Press.

Winarti, A. (2005). *A Study of Speech Act in Messenger Chat Spoken by English Department Student Universitas Airlangga*. Unpublished Thesis. Surabaya: Airlangga University.

Yew-Foong, H., & Bhakti, I. N. (2012).*The Gubernatorial Race in Jakarta: Background and Implications*. Institute of Southeast Asian Studies, Singapore.

Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.