A CRITICAL DISCOURSE ANALYSIS OF PRESIDENT JOKO WIDODO'S INAUGURAL SPEECH

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ABSTRACT

This text analysis will focus on analyzing a presidential speech, Joko Widodo in his inauguration on October, 2014. In order to gain clear explanation about the transitivity and its modality also the ideology of Joko "Jokowi" Widodo, Critical Discourse Anaysis through functional linguistic analysis will be employed. This approach is used because the analysis is intended to see its metafunction, therefore some information regarding what the process types, modality, and ideology will be scientifically proved. This metafunction analysis is based on Halliday (2004) and Fairclough (1995). It found that there are three process mostly used by the speaker such material, mental and relational. It uses material process to state what happens, many linking verbs to state what is or should be and mental process to state what speaker thinks or feels about issue. While, modality refers to a speaker's attitudes towards or opinion about the truth of a proposition expressed by a sentence. It also extends to their attitude towards the situation or event described by a sentence. The ideology of Joko "Jokowi" Widodo exhibits pervasive use of personal pronouns. The pronouns I, and We are used pervasively in the speech than others.

Keywords : Critical Discourse Analysis, Transitivity, Modality, Ideology

I.   INTRODUCTION

Language plays a crucial role, for every political action is prepared, accompanied, influenced and played by language. It is one of the vital tools that politicians use in order to shape the political thoughts of the electorates with the aim of selling their ideologies to them. The main purpose of politicians is to persuade their audience of the validity of their political claims. The ensuing political influence flows from the employment of resources that shape the beliefs and behavior of others. The above implies that politicians make efforts to convince the electorates to discard their political ideologies and hold on to theirs.

Political speech could be defined as a speech associated with either struggle for power or maintenance/control of it. It is diverse because it encompasses the different forms of speeches that the politicians deliver at political forums. One of the popular political speeches is presidential inaugural speech. It is a speech that is often presented shortly after swearing in or taking oath of office by newly elected president. The aim is not to seek for the electorates' votes but to appreciate and inform them of the direction of the new government (its plans). Language in this context can be seen as an embodiment of ideologies than an instrument of persuasion; a tool for controlling powers rather than a tool for acquiring powers.

This paper focuses on analysing the very first presidential speech delivered by Mr. Joko "Jokowi" Widodo who took office as the seventh President of the Republic of Indonesia on October 20, 2014 delivered one of the briefest presidential inaugural speeches in the

nation's history. The speech he gave in front of all delegations and head of member countries, however, attracted variousreactions. Cited from thejakartapost.com the speech is a good opportunity to observe a president's style of communication and leadership and to anticipate how the President will run the country.

Jokowi replaced Susilo Bambang Yudhoyono, who served two terms as Indonesia's sixth president. A retired general and former minister under his predecessor Megawati Soekarnoputri, Yudhoyono's rise to the presidential seat was no less significant than the phenomenon of Jokowi, because Yudhoyono was elected in the nation's first two direct presidential elections, which ran peacefully in accordance with democratic ideals.

Thus, this paper aims to perform critical discourse analysis of President Joko Widodo's inaugural speech to uncover the ideologies underlying the Systemic Functional Linguistic spesifically through transitivity and modality. The speech will be analyzed using theory of Systemic Functional Linguistic by Halliday (2004) and Norman Fairclaugh (1995) to answer (1) What are transitivity and modality found in the Jokowi's inaugural speech?, (2) Based on his inaugaration's speech, what is the ideology of Jokowi?.

II. THEORY & METHODOLOGY
A.Transitivity and Modality

Systemic Functional Linguistics, is known as Halliday's theory in his first book *An Introduction to Functional Linguistics* (1985) and revised in the fourth edition by Matthiessen as*AnIntroduction to Functional Grammar*in2014.Emilia (2014: 63) state that SFL is a social theory of language. SFL regards language as a meaning-making resource through which people interact with each other in given situational and cultural context. Regarding this SFL or SFG, Gerot and Wignell (1994) state that Functional Grammar attempts to explain language in its actual use and so focus on text and their contexts. Functional grammar concerns not only with structures but also with how those structures construct meaning.

In the light of Functional Grammar, three types of meanings are simultaneously constructed within the text itself: (1) ideational meanings, which include experiential and logical meanings; (2) interpersonal meaning; (3) and textual meaning (Halliday,1985; Eggins, 1994; Gerot and Wignell, 1994). The term transitivity is probably familiar as a way of distinguishing between verbs according to whether they have an object or not. According to Thompson (1996: 78) "Transitivity refers to a system for describing the whole clauses, rather than just the verb and its object". Halliday and Matthiessen (2004: 170) also say that transitivity system belongs to experiential metafunctions". When it looked at the experiential metafunctions, that mean looked at the grammar of the clause as representation. It is called so because the clause in its experiential functions is a way of representing pattern of experience.Transitivity system is broken down into three parts, namely of participants,

process types and circumstances. Participants are figures both tangible specific person or thing contained in a text.

Besides, a process type that indicates the types of verb in each clause of the text also include into the transitivity system. Halliday (2004) revealed there are several kinds of type in the ideational process, including: material process, mental process, relational process, verbal process, and behavioral process. While, circumstances is the final part of the transitivity system. Circumstance is a series of events to explain when and where the events in a clause it could happen. Moreover, in a circumstance could also explain the reason what encourages the incident.

While, modality and mood are often used to express the interpersonal function. Mood shows what role the speaker selects imperative mod, he assumes the role of one giving commands and puts the addressee in the role of one expected to obey the order (Hu Zhuanglin, 1988).

Low	Median	High
Can, may, could, might	Will, would	Must, ought to, need, has to. Have to

(Halliday, 1994: 76)

Modality refers to the intermediate ranges between the extreme positive and the extreme negative. It is one of the most important systems in social communication. On the one hand, it can objectively express the speaker"s judgment toward the topic. On the other hand, it can show the social role relationship, scale of formality and power relationship. In English, except modal verbs, modal adverbs, adjectives, there are also personal pronouns, notional verbs, tense, direct and indirect speeches to express the modalization.

II. LITERATURE REVIEW
Critical Discourse Analysis & Ideology

Text analysis is just one part of discourse analysis (Fairclough, 1989: 109). Paltridge (2000) stated that CDA draws from work carried out in the area known as critical theory, which considers social, cultural, economic and political ways in which people are inequitably positioned as well as how the production and reception of the text is idealogically shaped by relations of power. Fairclough (1995) refers to CDA as discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations, and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony.

Thus, Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. Faircolough gave three aspects to critically analyze any text; Text analysis (description), Processing analysis(interpretation), Social analysis (explanation). Critical Discourse Analysis explores the connections between the use of language and the social and political context in which it occurs (Paltridge: 2006). It explores issues such as gender, ethnicity, cultural difference, ideology abd identity and how these are both constructed and reflected in text.

Ideologies are closely linked to power and domination, and they are located in language. Another key principle of critical discourse analysis is that ideologies are produces and reflected in the use of discourse. This include ways of representing and constructing society such as relations of power and relations based on gender, class and ethnicity (Paltridge, 2006). Most of the definition of "ideology" depicts the influence of society and experience towards the language use. "Ideology" appears to be the relationship between idea and social influence.

Such an ideology features the basic norms, values, and other principles which are geared towards the realization of the interests and goals of the group, as well as towards the reproduction and legitimation of its power. In addition, Van Dijk (1998:8) gives more statement about Ideology as the *basis of the socialrepresentations shared by members of a group.* This means that ideologies allow people, as group members, to organize the multitude of social beliefs about what is the case, good or bad, right or wrong, *for them,* and to act accordingly. Ideology is used to articulate the power.

This study used qualitative method since it was intended to understand and discover what lies behind a phenomenon. According to Cresswell (2009: 4), qualitative research is a means of exploring and understanding the meaning individuals or group ascribe to a social or human problem. Generally, qualitative research produces the descriptive data of written form. It includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusion about its meaning personally and theoretically (Creswell, 2009: 182).

The data of the study, the transcript of the speech, was taken from http://kbriseoul.kr/kbriseoul/index.php/en/2013-01-13-22-22-09/embassy-news/308-jokowi-inauguration-speech on May, 27th 2016. And, the procedure can be explained as follow. First, the data downloaded from the internet was chunked into clauses. Each clause was then analyzed further through the SFG approach. To reveal the transitivity and modality analysis proposed by Halliday (2004) was used. After being analyzed, the result was further categorized into type of processes and modality. The categorization results were then analyzed and presented in the upcoming section, results and discussion.

IV. FINDING & DISCUSSION

The analysis of processes through transitivity system focuses on at least three things namely participants, processes and circumstantial.

The frequency can be seen in the table below :

- Participant

No.	Participant	Frequency	Percentage
1.	I (refer to the speaker)	13	40,6 %
2.	We (refer to citizen + I)	14	43,75 %
3.	All state institutions	2	6,25 %
4.	Indonesia	3	9,4 %
Total		32	100 %

From table above, "We" which refer to citizen and the speaker, has the highest percentage. It indicates that the speaker as an elected president made the citizens of Indonesia as the topic of his speech. Although he addressed individually, but he still did not forget the citizens who had elected him as a president. Thus, it can be seen that Joko Widodo wanted to show his gratitude. This is the way did by "jokowi" to ingratiate citizens in a positive way.

We is used to demonstrate collectivism, unity of purpose and to justify the trust of Indonesians' who elected them. The parallel structures introduced by we prompt feelings of strong hope in the new government.

Besides "we", the other participant that appears is "I" which refers to the speaker, "jokowi". From this, the ideology of "jokowi" could be gained. "Jokowi" positioned citizens in the first place as he think that they have big power in making him president. He wanted to make people feel appreciated for having played an important role in his victory. He wants to propitiate its citizens and convince them that they do not miscast.

The pronouns I and We are used pervasively in the speech than others. I used to express personal feelings, personal responsibility or self reference."We'is used to create shared sense of responsibility and group cohesion. It means that the speaker and the audience belong to the same team, have the same mission/ objectives, or show solidarity.

- Process Types

Process Type	Frequency	Percentage
The Use of Material Process	38	48 %
The Use of Behavioral Process	5	6,3 %
The Use of Mental Process	20	25 %
The Use of Verbal Process	5	6,3 %
The Use of Attributive Process	9	11,3%
The use of Identifying Process	2	2,5 %

Frequency	79	100

In his speech, jokowi use of material process more than other. These attitudes show what he will do when he became president. He wanted to convince more the public that the measures for which he had planned to promote Indonesia can be known by the public. This also is a way for jokowi to make people believe and trust him. This is a promise of jokowi to bring Indonesia better.

Material process, as a process of doing, is a good choice in the address to demonstrate what the government has achieved, what they are doing and what they will do in different aspects of affairs, home or abroad. And it can also arouse the Indonesian people's confidence toward the president and his government and to get their support in policies or measures in the following four years.

This can be seen in data below :

- ✓ *stressing a commitment to work (material) hard in achieving our common will (goal) as a big nation (circ.role).*
- ✓ *we (actor) work (material) hard (circ.manner).*

The second highest process used is mental process which is a process of feeling, thinking and seeing. Actor is not the real subject of doing, but the feeling. It represents inner experience, such as "perception", "reaction" and "cognition". We call the two participants are Senser and phenomenon. For example,

1. *I (senser) am convinced (mental)*
2. *the State (phenomenon) will (modal) be stronger and dignified (mental)*

From above examples, we can see that mental process, as a process of sensing, appeals to the audience"s inner heart to connect the political beliefs, ambitions with their expectation, hope in a clear and emphasized way. In this way, the audience"s emotion of promotion and willingness to devotion is aroused and strengthened.

Halliday declared that material, relational and mental processes are three primary ones in language use since the three add up to about 90%. As an inaugural address for a newly elected Indonesian President, it must fulfill the traditionally and ritually required functions: to state facts of the domestic or worldwide situations or problems objectively and the relevant policies forcefully, to conduct reasoning related to the relationship between traditional beliefs such as freedom, democracy, justice, equality, principles, union, happiness and American dreams and citizens" participation, responsibilities, sacrifice and the needed reforms in economy, Medicare, or other fields.(Cheng Yumin, 2007 in Jungling Wang, 2010).

The third positions is relational process is a process of being. It can be divided into two modes: attributive relation and identifying relation. The first means what properties an object possesses or what category it can be put into. And the other means that an entity and another is uniform. It is used widely in describing people and objects. Look at the following data:

1. A big nation (carrier) which is (attributive) creative (attribute)
2. Oceans, seas, straits and peninsulas (token) are (identifying) the future of our civilization (value).

Relational process, as a process of being, is appropriate to explain the complex relationships between some abstract items because it sounds definite. As a result, the process accounts for a large proportion in these addresses to elaborate the relationship between traditional ideals and their beliefs. Such an elaboration can reach the President‟s aim of making the reasoning naturally and unconsciously accepted and making the required sacrifice in the speech willingly taken by the audience. (Cheng Yumin, 2007 in Jungling Wang, 2010)

*   Modality

Modality	Frequency	Percentage
Will	11	64,7 %
May	1	5,9 %
Could	1	5,9 %
Would	4	23,5 %
Total	**17**	**100 %**

Modality refers to a speaker‟s attitudes towards or opinion about the truth of a proposition expressed by a sentence. It also extends to their attitude towards the situation or event described by a sentence. According to the statistics, it is obvious that modal verbs are used to convey the addresser's attitudes and judgment. The high percentage of the use of modal verbs is appropriate to the speaking since the addresses are delivered in spoken form. Compared with other verbs, modal verbs are more easily identified and understood and then accepted because at the time of listening to the speeches, there is no time for the audience to reflect. For example :

1. *that in Sea(circ.place) we (carrier) **will (modal)** be (attributive) inglorious (attribute) will (modal) echo again*
2. we (actor) **shall (modal)** be able to protect (material) the whole people of Indonesia and the entire homeland of Indonesia (goal).

V. CONCLUSION

Textiswhat people sayandwhat people are writing. In this text which is delivered by the very first presidential speech delivered by Mr. Joko "Jokowi" Widodo at his inauguration on October, 20, 2014. From this text, found that there are three process mostly used by the writer such material, mental and relational. It uses material process to state what happens, many linking verbs to state what is or should be and mental process to state what writer thinks or feels about issue. While, modality refers to a speaker's attitudes towards or opinion about the truth of a proposition expressed by a sentence. It also extends to their attitude towards the

situation or event described by a sentence. The ideology of Joko "Jokowi" Widodo exhibits pervasive use of personal pronouns. The pronouns I, and We are used pervasively in the speech than others. I used to express personal feelings, personal responsibility or self reference. "We' is used to create shared sense of responsibility and group cohesion. It means that the speaker and the audience belong to the same team, have the same mission/ objectives, or show solidarity.

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