

CRITICAL DISCOURSE ANALYSIS OF SUSILO BAMBANG YUDHOYONO'S SPEECH

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ABSTRACT

This study aimed at describing language, power and ideology of SBY's speech about receiving Doctor Honoris Causa degree from SOKA University, Japan. In someone's speech, there is a relationship among language, power, and ideology which can be seen through the language use by the speaker. The analysis used was Critical Discourse Analysis method presented by Thomas N. Huckin. It was started from analyzing the features in the text as whole, in sentence-level, word-level and it was continued by doing contextual interpretation. The result showed that through the language use in SBY's speech, there was a power and the purpose of the speaker in which the power was felt to increase from the beginning, it was felt a weak power and in the middle of the speech it was felt a strong power. The power was increased because it was based on who was aimed at and the ideology is clearly seen in the last part of the speech given in which SBY wanted to be more appreciated.

Keywords: Critical Discourse Analysis, Ideology, Language, Power, Susilo Bambang Yudhoyono's Speech

I. Introduction

People in the world absolutely communicate with others in the society. In order to communicate with others, people use a medium which is called as language (Berger & Iyengar, 2013). Language can be divided into two ways, they are direct way and indirect ways (Acikalin, 2009). Direct way means there is no mediator when speaker speaks to the hearer or it is simply said as spoken language. It also means as a form of communication from a person to another person in which the language is produced by the human voice's organ which is mouth. This production of a series of words which is arranged systematically is called as utterance. While, indirect way means there is something as a bridge when the speaker wants to say to the receiver, in other word, it can be said as written language in which the speaker communicates through a device. Several examples of written language are online chatting (BBM, Line, Instagram), letter,

or TV (Acikalin, 2009). From the preliminary definition, it arises something interesting that is how language is delivered directly from one person to others through certain device which is sometimes used for broadcasting. The representative of direct and indirect phenomenon can be seen from an activity which is called as public speaking.

A profession who is doing a public speaking is called as public speaker (Petek, 2014). This profession includes: orator, presenter who is presenting a program and usually associated with electronic mass media, and a leader who is delivering information, explaining and describing idea in front of a community. This also influences people within the community. A thing that is delivered by the leader in front of community mostly is in the form of speech. Speech is commonly in form of formal talk which has function to express opinion, give an overview about an event which is important and need to be discussed. There are some examples of speech, such as graduation speech, oration, leadership speech, and president official speech. In a speech, there are many things that a public speaker wants to convey or deliver, such as condolences, a statement of concerned feeling, statement to act to the happening event and many others. In accordance with this phenomenon, there was a speech delivered by a former president of Indonesia, Susilo Bambang Yudhoyono (SBY), on 14th of October 2014 with a theme “Receiving Doctor Honoris Causa from soka university”.

As a president, Susilo Bambang Yudhoyono was also be called as the number-one person of Indonesia. In delivering his speech, Susilo Bambang Yudhoyono was known as a calmly person, relax in delivering his idea and has many gestures in doing his speech, such as hand gestures and he was the one who was chosen purely by the people in two periods of presidential election since the reformation era. That is why the researcher put his interest on SBY than other public figure. Moreover, speech is chosen because it is a form of language in use. Through the use of language in speech, it creates the idea of power and its ideology. In order to examine the use of language, the question of “why is it used that kind of way”, and the implications of this kind language use on speech, the researcher conducted an analytical framework for studying connections among language, power, and ideology which is called as Critical Discourse Analysis (CDA). CDA is an interdisciplinary approach to the study of discourse that views language as a form of social practice and focuses on the ways social and political domination that are reproduced by text and talk (speech).

Using CDA in president’s speech, the researcher attempted to elucidate not only the language, power, and ideology of the speech itself but also from the speaker and the president himself. Thus, language, power, and ideology can be seen from its use to the social problem which is going on at the present time and to the social power which is trying to influence the ideology of the community to become closer to something that is desired by the speaker. CDA is a theory and method analyzing the way that individuals or institutions use language (Van Dijk, 1993). It focuses on relations among discourse, power, dominance, and social inequality and how

discourse reproduces and maintains these relations of dominance and inequality (Van Dijk, 1993). As cited in CDA second draft by Van Dijk (1998), 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 speech in social and political context. With such dissident research, CDA takes explicit position, wants to understand, expose and ultimately resist social inequality.

As cited in Huckin's article (1997), Critical Discourse Analysis and The Discourse of Consideration in Discourse Studies in Composition, CDA is useful to both composition research and composition teaching. For researcher, CDA offers a powerful arsenal of analytic tools that can be deployed in the close reading of editorials, opened columns, advertisement, and other public texts. CDA can readily be used in postgraduate writing courses whenever students are required to analyze a text or speech critically and then write about it. Typical examples of texts include news report, editorials, letters, advertisement, and political campaign.

II. Methods

Research Design

In this article, the researcher used descriptive qualitative approach in conducting this research. The researcher chose qualitative research because it can describe systematically the fact and characteristics of the data. Besides that, qualitative research method developed in the social sciences to enable researchers to study social and cultural phenomena like case study and ethnography. In this article, the researcher described the language, the power, and the ideology of SBY's speech that was used about the Doctor Honoris Causa

Data

The data of this article was in term of script which is taken place in Jakarta on Tuesday, 14th of October 2014. The script was in the official government website named Sekretariat Kabinet Republik Indonesia, (<http://setkab.go.id/en/speech-by-dr-susilo-bambang-yudhoyono-upon-receiving-doctor-honoris-causa-from-soka-university-japan-jakarta-14-october-2014/>) which had theme "Doctor Honoris Causa". The speaker was Susilo Bambang Yudhoyono or more familiar with SBY as the president of Indonesia.

Unit of Analysis

The data which is used in this article comes from SBY's speech as the president of Indonesia. The researcher uses some steps which are mentioned and explained as follows:

1. Searching for the video

The first step is video recorder observation, the researcher looks for the video in the one of the famous platforms, www.youtube.com. It showed that the event happened truly in reality. It also means that the utterances were truly said by the speaker, in this case Susilo Bambang Yudhoyono.

2. Searching for the script

After the video had been found, the researcher looked for the transcript of the SBY's speech. The principle was the same with how to find the video, the transcript of the speech was found in official government website, that is, www.setkab.go.id.

3. Downloading the script

The final step is to download the script in order to make it more efficient and save the script on the laptop. The script would be used as the main data to be analyzed of this article.

Data Processing and analysis

In analyzing the data, the researcher used some steps according to Huckin's theory. These are the steps:

1. Reading the SBY's speech about the "Doctor Honoris Causa from SOKA University"
2. Classifying the data based on three Huckin's Critical Discourse Analysis Theory
3. Making a conclusion of the analysis.

III. Findings and Discussion

Analyzing The Text at The Whole Text-Level

a. Genre

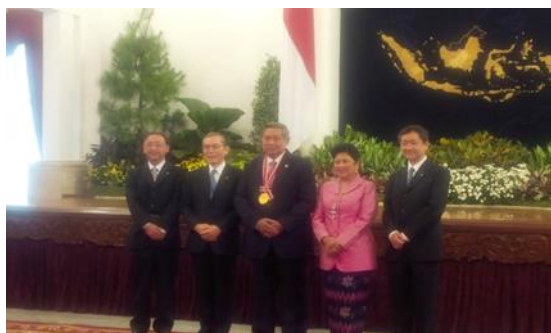
Genre of SBY's speech in this article was informative text. In such way, SBY wanted to inform especially, the information of thankfulness regarding to the Doctor Honoris Causa given by the SOKA University and information related to what has been done by SBY in the context of education and culture.

b. Framing

Framing is how the content of a script of speech is presented, what is the perspective of the speaker is taking. SBY's perspective on his speech was he wanted to express his thankfulness to the Rector of SOKA University, the importance of education and culture in Indonesia, and his effort in the context of education and culture during his presidential period.

c. Visual aid

One particularly powerful way of framing a text was through the use of visual aids. It could be photograph, sketches, diagrams, and other visual embellishments. One of the visualizations could be found from the data, in this case SBY's speech text which was taken from Sekretariat Negara Republik Indonesia, it was in form of photograph. It was used for the headline of the speech script and the text below the picture is the description of the picture itself. It could be seen below:



Picture 1. Visual aids of Presiden Susilo Bambang Yudhoyono (SBY) accompanied by ibu Ani Yudhoyono takes a picture after receiving Doktor Honoris Causa from SOKA University

d. Foregrounding and backgrounding

The researcher interprets foreground as the explicit general idea which is said by the speaker, while background as the implicit one. Generally, the main idea contained on the whole of SBY's speech exposes three things. Those three things are a brief description of his speech, a reminder of what he has done for education during his period, and the explanation of the importance of culture in Indonesia.

The first is a brief description of the speech which is located at the beginning as shown in the following paragraph:

{3} *Times flies when you have a good time as the saying goes. Especially, when you fill your days with streams of activities. I am pleased that toward the end of my term in office, I receive Doctor Honoris Causa from such a prestigious Soka University in Japan. Therefore, I wish to thank you for honoring me with the Doctor Honoris Causa in Education and Culture.*

The second is a reminder of what he has done for education during his period which is located as a part of his speech. It can be seen in the following sentences:

{6} *From the start of my administration, education has been my top priority. Indonesia has one of the world's largest school system with more than fifty million population of students. I am pleased that during my administration, we have finally been able to reach the constitutionally mandated twenty percent of our national budget allocated for education.*

The third is his explanation about how importance culture in Indonesia which located at the center of his speech. It can be shown as follows:

{13} *part from education, culture has also been key in our national development. I know for sure that you are very much aware that Indonesia is the most ethnically diverse country in the world. There is no particular ethnic group that dominates.*

e. Presupposition

Presupposition was something that the speaker assumes to be the case prior to make an utterances. There were four type of presupposition in SBY's speech about "Receiving Doctor Honoris Causa", they are, Existential Presupposition, Factive Presupposition, Non-factive presupposition, Lexical Presupposition.

f. Discursive difference

It is the use of language which lead to inequalities in social and political context. After reading the script of SBY's speech on the receiving the Doctor Honoris Causa in President Palace, it can be said that there are no utterances that show discursive difference between SBY and the people.

Analyzing The Text in Sentence-level and Word-level

a. Topicalization

Topicalization more closely focuses on the individual sentence which has a sentence topic. Sentence topic is what the sentence said by the speaker talks about. Topic of the speech consists of twenty seven paragraphs where each paragraph has one main topic sentence. Topic of the third paragraph would be the example of all topics. Topic of the third paragraph was SBY's thankfulness after receiving Doctor Honoris Causa from SOKA University.

{3} *Times flies when you have a good time as the saying goes. Especially, when you fill your days with streams of activities. **I am pleased that toward the end of my term in office, I receive Doctor Honoris Causa from such a prestigious Soka University in Japan.** Therefore, I wish to thank you for honouring me with the Doctor Honoris Causa in Education and Culture.*

b. Agency

Basically, agency is a person whose role is to do a certain thing or an action. In this agency level, readers would be to know who had the key role in the text. According to the data, agency was shown through the bold and italic font in sentences below:

{3} *Times flies when you have a good time as the saying goes. Especially, when you fill your days with streams of activities. I am pleased that toward the end of my term in office, I receive Doctor Honoris Causa from such a prestigious Soka University in Japan. Therefore, **I wish to thank** you for honoring me with the Doctor Honoris Causa in Education and Culture.*

c. Deletion or Omission

In this sentences level analysis, deletion or omission deal with the agent. Agent-deletion occurred most often through nominalization and the use of passive verb. In this part of analysis, the listeners are forced to guess this or the speaker probably assumes that the listeners can easily infer this. Based on the data, there are no deletion or omission because

from his speech because it is clearly enough to guess the agent from his speech and the listener doesn't need to guess it.

d. Insinuation

Insinuation is comments that are slyly suggestive. It typically has double meaning and if challenged, the speaker can claim innocence, pretending to have only one of these two meanings in kind

{17} *it must be done systematically and with all the related institutions—from government, civil society, family and down to individual. We have to create conditions that maintain the importance of our culture to our people because culture lives in the hearts of our citizens.*

That statement is the proof that government work alone in order to protect the culture in Indonesia, it is not done systematically from government to individual, individual in Indonesia seems to not care about their culture. That is why that statement conveyed by the president. Besides that, SBY's suggestive comment which also wants to ask people to maintenance their culture is shown below:

{16} *in Indonesia, protecting our culture is as important as protecting our environment—it is all part of our national identity.*

e. Connotation

Connotation is the meaning of a word or group of words based on feelings or thoughts that arise from the speaker. A word has connotative meaning if it has positive or negative "sense of value"

{23} *Cultural approach is the key to winning the hearts and minds of the people on the ground. Once we can unlock this key, the solution will be more fitting, and hence everlasting*

It is considered as metaphor or it actually implies meaning which is not expressed by some words. As it has been known key is something that is used to open unlocked things such as door, padlock, safe, etc. Thus, to phrase "Cultural approach **is the key to winning the hearts and minds of the people** on the ground" indicates that the cultural conflict in Poso is an unlocked problem that is hard to find the solution, finally SBY come up with an idea called cultural approach as a key to open (solve) the problem.

f. Register

There are three main dimensions of variation which characterize any register, what is being talked about (Field), the people involved in the communication and the relationship among them (Tenor), and how language is functioning in the interaction whether it is written or spoken (Mode). The fact is that there are three areas is not accidental since each of them corresponds to one of the multifunction. The field mainly determines the experimental meanings that are expressed, the tenor mainly determines the interpersonal meanings, and the

mode mainly determines the textual meanings. All the more specific functions will be described and explained from lexica-grammatical analysis to contextual description as follows:

Table 1 *Field of Discourse*


Experiential Meaning	As a result of the analysis and knowledge of context of culture, it can be written in a description 	Field of Discourse
Process Types Material process- reach, invite Mental process- believe Verbal process-say, asked Existential process- there is... Relational process- this week is my last week as a president		Experiential domain The speech of president to the rector of SOKA University about his thankfulness of the given appreciation degree, information of recent education, and invitation to keep the culture within Indonesia
Participants The president as the speake, the rector, the vice president, the first lady, ministers, and the press		Short-term goal The president and the rector can respect each other in order to maintain the friendship between Japan and Indonesia
Circumstances Last week, this day, today, every year, in 2004		Long-term goal Maintaining the education and culture field in Indonesia as the consequences of the given degree by the rector of SOKA University
Time and Modality Mostly use present tense although sometimes, past tense is used		

Table 2 *Tenor of Discourse*



Interpersonal meaning	As a result of the analysis and knowledge of context of culture, it can be written in a description 	Tenor of Discourse
Mood Selection Informative		Agentive or societal roles Between the speaker and all the participants involved
Person selections I, my, you, we, us, they, their, our, your		Status equal
Appraisal motif The emotions and thankfulness of the appreciation of SBY (he thanked for the given degree)		Social distance Minimal (between president and the rector)

Table 3 *Mode of Discourse*

Textual meaning	As a result of the analysis and knowledge of context of culture, it can be written in a description 	Mode of discourse
Thematic choices Marked topical Themes- May peace be upon us all, ladies and gentlemen. Unmarked topical Themes- the degree given, songs that are written		Role of language Formal language Types of interaction Monologue
Cohesion It doesn't only talk about the thankfulness of the appreciation, but also it talks about why SBY deserves the appreciation in the context of education and culture		Medium and channel Originally it is spoken but since it is transcribed in Sekretariat Negara Republik Indoneisa, it turns into written text
Structural patterns Informative speech		Rhetorical thrust informative

g. Modality

Modality system basically construes the region of uncertainty that lies between 'yes' and 'no'. Modality generally expresses a speaker's attitude, or "mood". For example, modals can express that a speaker feels something in necessary, advisable, permissible, possible, or probable and in addition, they can convey the strength of these attitudes. It is usually carried by word and phrases, such as *can, could, may, might, must, ought to, shall, should, will, and would*.

h. Analyzing the Text in Contextual Interpretation

Based on the previous analysis that has been conducted, such as analyzing the text at the whole level, analyzing the text at the sentence-level and word level, the researcher has a pretty clear overview of president Susilo Bambang Yudhoyono's speech related to the given degree by SOKA University. That overview would later become the reference in the analysis at this stage. Analysis at this stage can be used to answer questions about how language, power, and ideology which are contained in SBY's speech.

i. The Relation of Language, Power, and Ideology

It needs to be known briefly that language is a medium used by a person to communicate. In this article one form of communication is SBY's speech about the appreciation from SOKA University. Thus, speech is the application of what is called as language. Meanwhile, power is a word or words that can affect a person's thought and action toward something. In other

words, power can give or make a particular point of view and it can also make a person to perform a particular action. Besides that, power also means the social status of person or the speaker in the community. Afterward is ideology, it is a thing that can make a person think, feel, desire, and imagine for something that they receive as input.

First of all, it explains about the relationship between language and power. As it has been known language is shown in SBY's speech to all the participants involved in the room, such as Rector of SOKA University, Minister, Vice President, etc. the use of language in that speech can describe or reflect a power which in this case it could be a strong or a weak power. The strength of a power can be seen from how the language is used.

In addition, is it also absolutely known that SBY was a president of Indonesia who has various power when doing his speech, especially power in language use. Basically, a person who has the authority, such as a president, the language used is generally strong. From the data which is the script of SBY's speech and the video, it could be said that the power of SBY's speech was increasing from weak power when SBY say thank to the Rector of SOKA University to strong power in which SBY wanted all people in Indonesia to protect the culture and use it as a national power to improve the quality of human. It has been known that when someone says thank to others, that person tries to make someone else become above himself. In this case, when SBY said thank for the appreciation, he put the Rector of SOKA University above him because the appreciation was given from the Rector. The power of SBY was increased when he wanted all people in Indonesia to protect their culture. In SBY's speech, it contains such power to make other people do an action based on his words. In other words, he has the power over something that he says.

Then, it is discussed further on the relationship between language and ideology. Basically ideology deals with the language which is telling about something. Through the language in SBY's speech, it creates certain implication on people mind, in other words, the speaker has particular purpose through the speech. It also can be said that ideology is a goal which wants to be achieved. In SBY speech the main goal is that he wanted to be appreciated, about what he has done in education and culture field in paragraph 6, and his effort of making songs and poems. It is proved with a statement in paragraph 25 which said "*On my part, I wrote songs as encouragement to my fellow countrymen to help preserve the environment and songs for the love of our beloved country. Indeed, my songs and poems are my ways to convey important message of life: about unity, brotherhood, solidarity, struggle, hope and faith.*" Based on those statements, it can be concluded that the ideology which SBY had is that he wants more appreciation, not only by the given degree, but also people, especially in Indonesia to download or even buy his songs and his poems to be read and published

IV. Conclusion

In his speech, SBY absolutely used language to convey information. Otherwise, the delivery of information would be less coherent or the information became less obvious, thus the messages would be interpreted differently by the receiver. In addition, the language used by SBY in his speech can be seen through the process types and the linguistics features of genre. In the process type, existential process is the most dominant used (*There is one particular reason...., There is no particular ethnic..*). in his speech, SBY also wanted to tell the participants involved about what he has done and why it is important, in order to let the participants know about why he deserves the given degree. The linguistic features is seen through the use of present perfect tense. It means that he is still doing what has been his priority (education and culture context). Through his speech, SBY also wanted to tell the people in Indonesia to protect Indonesia's culture as the national treasure.

The use of power is felt to increase from the beginning into the middle of his speech. The power in the beginning of his speech was felt weak. It happened when SBY said thank to the rector to show respect for the given degree and the power was increasing when SBY told about what he has done for education and when he invited all Indonesia people to protect national culture. In other words, he had power over something that he said in his speech.

In the context of ideology, the main goal of SBY's speech is that he wants more appreciation, not only by the given degree, but also people, especially in Indonesia to download or even buy his songs and his poems to be read and published. It seemed obvious because the last part of his speech was not related to the intention of the given degree by the Rector of SOKA University and sometimes it would make different interpretation about the first interpretation to the last interpretation.

Those are the explanations about language, power and ideology used by SBY in his speech. Since those three aspect are closely related to each other in Critical Discourse Analysis, especially in analyzing public speaking, it can be summarized that form language used in public speaking, the strength of power and the purpose of the speaker could be known and understood well.

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