

## APPENDIX I

The Speech of Jokowi in the APEC CEO delivered 10 november 2014 in Beijing China  
as the data

### 4.1.1 Anaphora

First, on behalf of the Indonesian Government and the people of  
Indonesia, I would like to thank you for your coming to my  
presentation. Today, *I am happy, I am very happy*, to be among with  
you. because you know I was a businessman years ago. So, this  
morning, *I am very happy* because we can talk about business, about  
investment with all of you.

Our national budget on 2015 is 167 billion USD and for fuel  
subsidy is 27 billion USD. It's huge. So, *we want to channel*  
our fuel subsidy from consumption to the productive activities,  
From consumptive activities to productive activities. *We want*  
*to channel* our fuel subsidy to the farmers for seeds, for  
fertilizers, and also for irrigation. And we want to build the  
dams. 25 dams in 5 years from our fuel subsidy to maintain the  
water supply to the farming area.

Some subsidy *we want to channel* to the fishermen, to give  
them boat engines, to give them refrigerators. We want to  
increase the income of the fishermen. Some fuel subsidy *we*  
*want to channel* to micro and small enterprises in the villages.  
We want to help them raise their working capital. And some  
subsidy *we want to channel* to the health program, the  
education program. And the subsidy *we want to channel* to the  
infrastructure

The picture shows our Jakarta Port, Tanjung Priok port. In  
2009, the capacity is 3.6 million TEUs a year, and our plan in  
2017 is around 15 million TEUs a year. This is the potential  
ports in Indonesia. This is your opportunity. *We want to build*  
in Sumatera island, in Kalimantan island, in Java island, in  
Sulawesi island, in Maluku island, also in Papua island.

And *we plan to build* our railway track, railway network. Now  
we have already in Java and we want to build in Sumatera

island, in Kalimantan island, in Sulawesi island and also in Papua island. This is your opportunity.

line 9  
line 10

Now we talk about mass transportation. *We want to build* our mass transportation in 6 big cities in Indonesia. We have started in Jakarta last year, and *we want to build* in Medan, Makassar, Semarang, Bandung, Surabaya. So, this is also your opportunity, because you know our national budget is limited.

line 11  
line 12  
line 13  
line 14  
line 15

Now we talk about our maritime agenda. *We want to build* sea toll. What is sea toll? Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more efficient. *We want to build* from the west to the east. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. So, the price, the cost of the transportation is more efficient.

line 16  
line 17  
line 18  
line 19  
line 20  
line 21  
line 22

Many investors, a lot of investors, when they come to me, all most of them they always complain about land acquisition. I will push my ministers, my governors, my mayors, to help clearing this problem. I have experience with land acquisition when I was a governor. We have a project, the Jakarta Outer Ring Road, started 15 years ago but was stopped 8 years ago, because we have a problem here 1.5 kilometers unfinished because there is 143 families who do not accept with the compensation price. So last year I invite them. I go to them then I invite them to lunch and dinner. *Four times*. Ah, this is me. I invite them and then we talk about the problem. *Four times*. *Four times meeting*. And the problem is cleared.

line 1  
line 2  
line 3  
line 4  
line 5  
line 6  
line 7  
line 8  
line 9  
line 10  
line 11  
line 12

Finally, again on behalf of the Indonesian government and the people of Indonesia, I would like to thank you for your listening to my presentation. *We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia. Thank you. Thank you. Good morning.*

line 1  
line 2  
line 3  
line 4  
line 5

#### 4.1.2 Simile

Simile is occurred in this piece of speech , according Arthur that simile is a figure of speech, in which a more or less fanciful or unrealistic comparison is made, using like or as(1996:935). As shown below:

The picture shows you our map of Indonesia. *We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey*, And imagine, we have 17000 islands. 17000 islands.

line 1  
line 2  
line 3  
line 4

#### 4.1.3 Epiphora

Epiphora is repetition of the same word at the end of each clause, as shown below:

The picture shows our Jakarta Port, Tanjung Priok port. In line 1  
2009, the capacity is 3.6 million TEUs a year, and our plan in line 2  
2017 is around 15 million TEUs a year. This is the potential line 3  
ports in Indonesia. *This is your opportunity.* line 4

We want to build in Sumatera island, in Kalimantan island, in line 5  
Java island, in Sulawesi island, in Maluku island, also in Papua line 6  
island and we plan to build our railway track, railway network. line 7  
Now we have already in Java and we want to build in Sumatera line 8  
island, in Kalimantan island, in Sulawesi island and also in line 9  
Papua island. *This is your opportunity.* line 10

#### 4.1.4 Anadiplosis

Some subsidy we want to channel to the fishermen, line 1  
to give them boat engines, to give them refrigerators. We line 2  
want to increase the income of the fishermen. Some fuel line 3  
subsidy we want to channel to micro and small line 4  
enterprises in the villages. We want to help them raise line 5  
their working capital. And some subsidy we want to line 6  
channel to *the health program, the education program.* line 7  
And the subsidy we want to channel to the infrastructure. line 8

#### 4.1.5 Symploce

The picture shows you our map of Indonesia. We have a line 1  
population of 240 million and the distance is like from London line 2  
in UK to Istanbul in Turkey, And imagine, we have *17000* line 3  
*islands. 17000 islands.* line 4

Now we talk about our maritime agenda. We want to build *sea* line 5  
*toll.* What is *sea toll?* *Sea toll* is maritime transportation line 6  
system to make our transportation cost lower, to make our line 7  
transportation cost more efficient. We want to build from the line 8  
west to the east. We hope not only the vessels can enter our line 9  
sea toll but also mother vessels can enter the *sea toll.* So, the line 10  
price, the cost of the transportation is more efficient. line 11

Electricity. We need power plants. We need around 35,000 line 12  
megavolts *to build our industries, to build our projects, to build* line 13  
*our industrial zones,* our manufacturing zones. So, we need line 14  
power plants. This is also your opportunity to invest in this line 15  
project. Because we need our power plants for manufacturing line 16  
for industrial zones line 17

Now we talk business permit. We have *national one stop service*, *National one stop* office that can help you, that will serve you, that will facilitate you, that will give you your business permit. For example, principle business permit needs 3 days to process.

line 18

line 19

line 20

line 21

line 22

## APPENDIX II

The original Text

### The Speech of Jokowi in the APEC CEO

Delivered 10 november 2014 in Beijing China

ladies and gentlemen, and CEOs, good morning.

First, on behalf of the Indonesian Government and the people of Indonesia, I would like to thank you for your coming to my presentation. Today, I am happy, I am very happy, to be among with you. because you know I was a businessman years ago. So, this morning, I am very happy because we can talk about business, about investment with all of you.

The picture shows you our map of Indonesia. We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey, And imagine, we have 17000 islands. 17000 islands.

Our national budget on 2015 is 167 billion USD and for fuel subsidy is 27 billion USD. It's huge. So we want to channel our fuel subsidy from consumption to the productive activities, From consumptive activities to productive activities. We want to channel our fuel subsidy to the farmers for seeds, for fertilizers, and also

for irrigation. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area.

Some subsidy we want to channel to the fishermen, to give them boat engines, to give them refrigerators. We want to increase the income of the fishermen. Some fuel subsidy we want to channel to micro and small enterprises in the villages. We want to help them raise their working capital. And some subsidy we want to channel to the health program, the education program. And the subsidy we want to channel to the infrastructure.

In 5 years we want to build 24 seaports and deep seaports. As you know, we have 17,000 islands, so we need seaports and we need deep seaports. And this is your opportunity: 24 seaports and deep seaports.

The picture shows our Jakarta Port, Tanjung Priok port. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year. This is the potential ports in Indonesia. This is your opportunity. We want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island.

And we plan to build our railway track, railway network. Now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island. This is your opportunity.

Now we talk about mass transportation. We want to build our mass transportation in 6 big cities in Indonesia. We have started in Jakarta last year, and we want to build in Medan, Makassar, Semarang, Bandung, Surabaya. So, this is also your opportunity, because you know our national budget is limited.

Now we talk about our maritime agenda. We want to build sea toll. What is sea toll? Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more efficient. We want to build from the west to the east. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. So, the price, the cost of the transportation is more efficient.

For example, the price of the cement, one sack cement, in Java island is 6 USD per sack cement. But in Papua island the price is 150 USD per sack cement. Imagine, 25 times. So we hope with our sea toll the price in our islands is the same.

Electricity. We need power plants. We need around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones. So, we need power plants. This is also your opportunity to invest in this project. Because we need our power plants for manufacturing, for industrial zones.

Many investors, a lot of investors, when they come to me, all

most of them they always complain about land acquisition. I will push my ministers, my governors, my mayors, to help clearing this problem. I have experience with land acquisition when I was a governor. We have a project, the Jakarta Outer Ring Road, started 15 years ago but was stopped 8 years ago, because we have a problem here: 1.5 kilometers unfinished because there is 143 families who do not accept with the compensation price. So last year I invite them. I go to them then I invite them to lunch and dinner. Four times. Ah, this is me. I invite them and then we talk about the problem. Four times. Four times meeting. And the problem is cleared.

And now the toll road has been used 7 month ago.

Now we talk business permit. We have national one-stop service, National one stop office that can help you, that will serve you, that will facilitate you, that will give you your business permit. For example, principle business permit needs 3 days to process.

Finally, again on behalf of the Indonesian government and the people of Indonesia, I would like to thank you for your listening to my presentation. We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia.

Thank you. Thank you. Good morning.