

CHAPTER I

INTRODUCTION

1.1 Background research

Language is a tool or system that is used to convey information both verbally, in writing and in terms of function and to function as a communication tool. In 2019 this is a political year because there will be a presidential election for the 2019-2024 period, therefore it is natural that candidates for presidential and vice presidential candidates make a political visit to seek support in order to win in the upcoming presidential election. That was also done by presidential candidate Prabowo Subianto. As we know that Prabowo Subianto and Joko Widodo are presidential candidates and have very tight competition since the previous presidential election in 2014.

Language has been developing since many centuries ago. It develops every time because human who use it always develop. From the reason above, language always develop according to people who use it. For example; the modern people always do further research in order to understand literature from the past because it depends on the situation on that age, the social cultural of the author and many reasons that makes the language different. Small children of immigrants will learn the new country's language perfectly. People who come to a new country in their early teens often master the language almost perfectly but have slight accents and people who immigrate as full adults often never fully master the new language even with considerable effort. So there are many reasons why language is develop but the main aspect is the developing of the human itself (Birner, 2002).

2019 was the turning point of the 20th anniversary of the rise of Indonesian democracy since the end of the authoritarian era of the New Order. At the end of 2019 will be an important milestone for the rise of Indonesian democracy. In 2019 for the first time Indonesia held a simultaneous election which is said to be the hottest election since the reform era because it was held at the same time. In the past 20 years precisely in 1999 the Indonesian people only really knew democracy in real terms after all this time under authoritarianism. Since then Indonesia's democracy and politics have changed marked by the holding of five legislative elections in 1999, 2004, 2009, 2014 and 2019 and four presidential and vice presidential elections in 2004, 2009, 2014 and 2019. Although there have been five times for holding elections, up to now the Indonesian people are still looking for the best system for conducting elections to safeguard the sovereignty of the people. This can be seen from several revisions of the law that have been carried out with the aim of finding the best system that will be used. In the course of 20 years Indonesia's democracy can be said to be relatively short to experiment with democracy, it takes even longer than that for a nation to arrive at a mature political and democratic system in the context of electoral democracy, in other words Indonesian democracy is still the age of corn and still have a lot to learn to get to the stage of maturity of democracy, but it should be within 20 years should be able to bring this nation and country to a higher learning stage.

The year 2019 is a political year because there is a presidential election period 2019 - 2024. In this year's presidential election, two candidates were participated, namely Joko widodo - Ma'ruf Amin and Prabowo Subianto - Sandiaga Uno. In the 2019 elections the two presidential candidates were supported by several coalition parties including Joko Widodo - Ma'fur Amin,

supported by seven parties namely PDIP, PPP, PKB, Golkar, Nasdem, Hanura and PKPI, while for the Prabowo Subianto pair - Sandiaga Uno is supported by Gerindra, Demokrat, PAN and PKS parties. The two presidential candidates have carried out a series of agendas related to the nomination as presidential candidates and Indonesian vice presidential candidates for the period 2019-2024, one of which is to campaign from September 23, 2018 to April 13, 2019. As has been done by presidential candidate Prabowo Subianto on his visit to Boyolali in the context of the presidential election campaign he delivered a speech or vision and mission through a speech delivered in front of the Boyolali residents, but from one of the statements made by him that was considered or suspected to have undermined the dignity of the Boyolali citizens. However, Prabowo Subianto and the campaign team have confirmed that in Prabowo's speech statement there was no intention to lower the dignity of the Boyolali residents, Prabowo also apologized to all the residents of Boyolali regarding his statement which was considered to have offended and demeaned the Boyolali residents. However, the case continued and was reported to the police even though Prabowo had apologized for his statement.

The first reason the writer interesting to analyzing about Prabowo speech is because Prabowo Subianto is one of the most influential figures in Indonesia and has a very interesting story to discuss. Lt. Gen. H. Prabowo Subianto Djojohadikusumo is a politician, businessman, and high-ranking Indonesian military officer. He took up military education and career for 28 years before working in the world of business and politics. Prabowo was very well known especially after 1998, where Prabowo Subianto was considered to have kidnapped several Trisakti students who were holding a demonstration. Besides that in his political career Prabowo founded the Gerindra Party after returning from Jordan, according to Indonesian political records Prabowo Subianto had several times participated in the Presidential election. In 2009 Prabowo

nominated himself as a vice presidential candidate with Megawati Soekarno Putri, in 2014 Prabowo nominated himself as a Presidential Candidate with Hatta Rajasa, and most recently in 2019 Prabowo again ran as a candidate for President of the Republic of Indonesia together with Sadiaga Salahudin Uno for the period 2019 - 2024 , but in the end the presidential election was won by the pair Joko widodo - Ma'ruf Amin.

Second, because this news has become a trending topic on Twitter. Here is one example of the tweet of netizens discussing Prabowo's statement. The following is the first quote: "Presidential Candidate Speech number 2 Prabowo Subianto about Boyolali's appearance is trending on Twitter, that is as many as 68,000 tweets". Based on Tirto's observation, until 02 February 2018 at 21.00 WIB, the hashtag #SaveMukaBoyolali is still the second popular topic with 68,000 tweets.

Third, the news about Prabowo's speech was not only reported by one media but almost all media reported the same thing as <https://www.cnnindonesia.com/nasional/20181102162637-20-343562/pidato-prabowo-soal-tampang-boyolali-controversy>. In that link also reported that Prabowo's speech became trending on Twitter after one of the statements in Prabowo's speech was considered to have offended and dropped the pride of the Boyolali residents. "" You may be expelled if you enter because you don't look like rich people. You look, yes, Boyolali looks, "Prabowo said accompanied by laughter from the audience". Prabowo's speech became the most popular topic on Twitter social media today, Friday (2/10). Citizens tweeted the hashtag #SaveMukaBoyolali to respond to the speech. Here is one of the tweets of netizens who responded to Prabowo's statement about Boyolali's appearance.

Ridlwani (@ridlwandjogja 02 nov 2018)

"Selfie quiz for Boyolali's original friends. Reply to this tweet with a beautiful / handsome looking photo of you. Include hashtag # SaveMukaBoyolali. There are pulses @ 150 K for the 3 best selfies. "

Prabowo's "Tampang Boyolali" speech was even reported by a citizen. This was revealed by the Chairman of Cyber Indonesia, Muannas Alaidid. In a statement received by CNNIndonesia.com, Muannas plans to accompany a resident named Mas Dakun from Teras Boyolali to report Prabowo to the Jakarta Police on Friday afternoon. Prabowo was reported with Article 4 of the juncto Article 16 of Law No. 40 of 2008 concerning the elimination of racial and ethnic discrimination, with the maximum penalty of imprisonment of 5 (five) years and / or a maximum fine of Rp. 500,000,000.00 (five hundred million rupiah).

From the points stated above, the following conclusions can be drawn from the viral news about one of Prabowo's statements which was considered to have dropped the dignity of the Boyolali residents.

1. "Boyolali's Look" makes the boyolali sultry.

On Friday (11/02/2018) night, Dakun through his attorney Muannas Alaidid said, reported Prabowo because of the statement "Boyolali's appearance" in Prabowo's speech in Central Java some time ago. Dakun felt hot after seeing an upload on Youtube about Prabowo Subianto's speech while in Boyolali. Dakun said, his report was in his personal name, as the Boyolali community was offended so that it suffered immaterial losses. "I am originally from Boyolali. We feel offended by Pak Prabowo's remarks, that the Boyolali people were expelled from the mall or entered the hotel because they looked Boyolali," Dakun said. Dakun reported Prabowo to Polda Metro Jaya on charges of distributing hateful electronic information as contained in Article 28 paragraph 2 jo Article 45 A 2 of RI Law Number 19 of 2016 concerning

ITE and / or Article 4 letter b number 2 jo Article 16 of RI Law number 40 of 2008 concerning the Elimination of Racial and Ethnic Discrimination and / or Article 165 KU

2. The speech was made when inaugurating the office of the Prabowo - Sandi winning body in Boyolali.

The "Boyolali look" speech was delivered at the inauguration ceremony of the Office of the Prabowo-Sandi winning Agency in Boyolali Regency, Central Java, Tuesday (10/30/2018) yesterday.

3. Thousands of residents protest and ask Prabowo to apologize

The protest of thousands of residents in the Mahesa Boyolali Convention Center took place starting at 08.00-11.00 WIB, Sunday (11/04/2018). Residents also carried out a convoy on the road using motorbikes while carrying the banner #SaveTampangBoyolali. Residents also paraded the giant red and white flag measuring 50x10 meters around the road to show the Boyolali residents were Indonesian citizens. Chairman of the DPRD Boyolali, who is also the coordinator of the protest action, S Paryanto revealed, the protest action was followed by around 15,000 residents of Boyolali.

4. Clarification of Prabowo-Sandi's spokesman regarding "Boyolali's appearance"

Spokesperson for the Presidential Candidate Pair and Vice-Presidential Candidate Prabowo Subianto-Sandiaga Uno, Faldo Maldini, explained that the meaning of the word "Boyolali" was an invitation. "The context of the speech was an invitation, let us improve our condition together. Convinced the Boyolali residents that our lives have not changed much.

That's the main message. That is, of course to motivate times," Faldo told Kompas.com, Sunday (11/4) / 2018).

5. The Prabowo-Sandi stronghold accuses Prabowo of having taken action in Prabowo

The Central Java Province Prabowo-Sandi winning body, Sriyanto Saputro, in a press conference in Solo, Central Java, Sunday (11/04/2018), accused the mass actions of discrediting Prabowo. According to him, many of the banners and billboards carried by the mass of protests were pitched in hate speech. "If you say that it has spread hatred because there are a lot of billboards, then banners discredit Pak Prabowo. Let it be, but the people will judge," Sriyanto said. "What we are also surprised about is how to mobilize, mobilize ASN. There are sub-district heads, village heads, we have the evidence there," he added. Despite assessing the violation, Sriyanto said that his party still gave the problem entirely to Bawaslu.

So the message send by sender to receiver must be encoded into a form that suitable to the receiver because the receiver must decode it to understand the meaning and significance (Shannon and Weaver, 1998).

The use of language or terms greatly affects the meaning and intelligence of the listener, therefore we must be good at choosing good sentences so as not to cause problems later on.

1.2 Statements of the problem

As previously stated, this research focuses on the speech of the presidential candidate Prabowo Subianto during a visit to Boyolali where in his speech there was a sentence that was considered offensive to the Boyolali residents.

- 1.2.1 What are language feature of Prabowo's speech in his presidential Campaign in Boyolali?
- 1.2.2 How is social implication of Prabowo speech?
- 1.2.3 How are power and ideology represented in Prabowo speech?

1.3 Objectiv of the research

This research will produce information

- 1.3.1 To Know the linguistics features of the Prabowo speech in his presidential political campaign in Boyolali
- 1.3.2 To analyze the social implication of the Prabowo speech in his presidential political campaign in Boyolali
- 1.3.3 To Describe power and ideology represented in Prabowo speech in his presidential political campaign in Boyolali

1.4 Significance of the research

In this discussion on the political discourse by Prabowo Subianto in a statement in his speech that mentions the appearance of boyolali. the researcher hope in this research can increase knowledge and a good understanding of discourse analysis. The writer also hopes that this research will also be useful for the writer himself and also for the readers

1.5 Scope and limitation of the study

The scope of the research is in linguistics study. The researcher focuses on political discourse by Prabowo Subianto in his speech in Boyolali during the presidential elections in 2019-2024

1.6 Definition of key terms

There are several terms used in this research, there are :

1.6.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality, and bias. (Van Dijk 1998a)

1.6.2 Discourse Analysis

Discourse Analysis is focuses on knowledge about language beyond the word, clause, phrases, and sentence that is needed for succesfull communication. (Brian Paltridge, p. 02)

1.6.3 Ideology

According to Fairclough, 1995 said Ideology is a system of ideas which attempts to explain reality that resides in the text. It can be interpreted as the body of ideas reflecting the social needs and aspirations of an individual, group, class or culture which closely linked to power.

1.6.4 Political discourse

According to Van Dijk, 2008, Political Discourse is a result of politics and it is historically and culturally determined and fulfills different function due to different political activities. A study of political discourse is theoretically and empirically relevant only when discourse structures can be related to properties of political structures and processes. It usually requires an account at the macro level of political analysis, whereas the former rather belong to a micro-level approach.

1.6.5 Power

Power is the ability to influences and directs the behavior of other people. It also usually use the terms “authority” for power perceived as legitimate by the social structure. The authority means that an individual or groups has the right to use power by making decisions, giving orders, and demanding obedience. (Van Dijk, 2008)

1.6.6 Language features

Language features. The features of language that support meaning (for example, sentence structure, noun group/phrase, vocabulary, punctuation, figurative language, framing, camera angles). Choices in language features and text structures together define a type of text and shape its meaning.

1.6.7 Social implication

The social implications of communication research is defined as the ability or potential for research to impact society in visible or useful ways. Communication research teaches us to look at the world in a systematic fashion that relies on evidence and supported conclusions. Research implications takes us beyond the unsupported claims of everyday communication life to concrete claims as to the usefulness of research.

1.6.8 Speech

Speech is a communication medium that using written language. Ricoeur proposed a definition that the text is a discourse (verbal meaning) that are converted into the written form. While Budiman, text is defined as "a set of signs that is transmitted from a sender to receiver through a particular medium and the specific codes".

Types of speech seen from its goal :

- a. Persuasive speech : it is purposes to persuade or influence others to accept our invitation
- b. informative speech : An informative Speech is like teaching. The purpose of an informative speech is to try to give the information to the audience
- c. Recreatif speech : speech whose main goal is to entertain the people

