

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses relevant theories used in this study, including Discourse analysis, critical discourse analysis, political discourse, Power, ideology , Linguistics features, Sosial implication and previous study.

2.1 Discourse Analysis

Discourse analysis is a method to study the discourse that contained in communication messages both textually and contextually. Discourse analysis relates to the content of communication messages, some of which are in the form of text, such as speech texts, trial transcripts or debates in forums, parliamentary sessions, articles contained in newspapers, essays, and in election campaign ads. Discourse analysis is a discipline that seeks to examine the use of real language in communication. Stubbs (1983: 1) says that discourse analysis is a study that examines and provides the language used naturally, both oral and written, for example the use of language in daily communication. This is very relevant to the author's goal, which is to look for the most basic meaning of what has been conveyed by someone who then raises a difference of opinion. Kartomiharjo (1999: 21) revealed that discourse analysis is a branch of linguistics that was developed to analyze a language unit that is larger than a sentence. Discourse analysis is commonly used to find the meaning of discourse that is exactly the same or at least very strict with the meaning intended by the speaker in oral discourse, or by the writer in written discourse. Based on his analysis, the characteristics and nature of discourse according to Syamsuddin (1992: 6) discourse analysis can be stated as follows:

1. Discourse analysis discusses the rules of using language in society (rule of use - according to Widdowson, 1978).
2. Discourse analysis is an attempt to understand the meaning of speech in context, text, and situations (Firth, 1957).
3. Discourse analysis is an understanding of speech sequences through semantic interpretation (Beller).
4. Discourse analysis is related to understanding language in language action (what is said from what is done according to Labov, 1970).
5. Discourse analysis is directed at the problem of using language functionally (functional use of language - according to Coulthard, 1977).

2.2 Critical discourse analysis

According to Van Dijk (1998a) 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.

Critical Discourse Analysis (CDA) is a problem-oriented interdisciplinary research movement, subsuming a variety of approaches, each with different theoretical models, research methods and agenda (Fairclough et al. 2011, p.357)

Critical Discourse Analysis (CDA) regards language as social practice (Fairclough and Wodak, 1997), and takes consideration of the context of language use to be crucial (Wodak, 2000c; Benke, 2000). The theoretical basis of these experts is very helpful for researcher in conducting this research, because the data presented are the text submitted by Prabowo Subianto as a candidate for President of the Republic of Indonesia

Critical discourse analysis is a new method in research in social and cultural sciences. The two-day symposium in Amsterdam in January 1991 was attended by T Van dijk, N Fairclough, G Kress. T Van Leeuwen and R Wodak are considered "inaugurating" critical discourse analysis as a research method in social and cultural sciences (R Wodak & M Meyer, 2009: 3). They discussed the similarities and differences in their theories and methods for bias as a starting point for the development of critical discourse analysis. They agreed to accept three critical discourse analysis postulates, namely, first, all approaches must be oriented to social problems, then demand and an interdisciplinary approach. Second, the main concern is to demystify ideology and power through systematic research on semiotic data (written, oral or visual). And the third is always reflective of the research process, which means taking distance to examine the values and ideology of researchers (R Wodak & M Meyer 2009: 3). In general, critical discourse analysis is a study conducted to find the most basic meaning or meaning that is closely related to the context of the current situation and condition. Critical discourse analysis helps to understand language in its use, language is not only a means of communication, but is also used as an instrument to do something or a means of implementing a power strategy. Through language, people can produce meaning in social life.

Instead of the term critical discourse analysis, Teun A Van chose the term critical discourse studies, because this study not only involves critical analysis, but also critical theory and its application critically (2009: 62). Critical discourse study is a perspective, a position or attitude in the discipline of discourse study which involves various disciplines such as discourse analysis, psychology, history, social sciences or linguistics.

2.3 Political discourse

Political discourse is always associated with a struggle or an election using language as a tool which through this language, people can explain how the strategies and ways that he has as one solution to the problems that are happening.

“...Once confined political discourse to the institutionally bound text and talk of politicians, our next task is to systematically describe the genres that belong to that domain. This is not a straightforward enterprise, comparable to the construction of any other genre. Take debates in parliaments, for instance. What specific and unique discursive properties define such debates (Van Dijk 2000, for introduction to the properties of discourse in general, see Van Dijk 1997).”

Based on the quote from van dijk above that political discourse is a very interesting discourse to be discussed, this is because it is related to language and a discussion of a problem that is happening. On this basis it has become a necessity if the political contestation of candidates competing to be able to convey their ideas and ideas about a solution or a way out of a problem that is happening. in the choice of words will greatly determine the future of the candidate because what is conveyed indirectly will provide a perception of the speaker, therefore the speaker must really use good diction so that what is conveyed is well received by the listener and gets attention so that the goal from what is said can be achieved.

According to Schaffner, 1996 : 2002 When someone brings a speech text that seizes the public's attention also discusses politics, it can be categorized into political discourse because it also struggle of power in political interest or issues and contain rhetorical strategies.

2.4 Power

Power is a necessity that is owned by a person, group or country to influence the needs of other parties in order to get the desired results. According to Van Dijk, 2008 Power is the ability

to influence and direct the behavior of others. Usually also use the term "authority" for power that is considered legitimate by social structures. Authority means that individuals or groups have the right to use power by making decisions, giving orders, and demanding compliance. As a speaker in the context of candidates as presidential candidates must have a good power so that what is conveyed can be heard and received well. A speaker or presidential candidate has given a good example for the price, one example is by not abusing the power he gained for negative things, for example by means of black campaigns with the aim of opponents against politics.

“.....Van Dijk (2006a) offers a "triangulated" approach to manipulation as "a form of social power abuse", "cognitive mind control" and "discursive interaction". "Socially, manipulation is defined as illegitimate domination confirming social inequality. Cognitively, manipulation as mind control involves the interference with processes of understanding, the formation of biased mental models and social representations such as knowledge and ideologies. Discursively, manipulation generally involves the usual forms and formats of ideological discourse, such as emphasizing Our good things, and emphasizing Their bad things" (p. 359). Manipulation, van Dijk argues, is different from "legitimate mind control", where it is in the best interest of the dominated group. Manipulation implies "the exercise of a form of illegitimate influence by means of discourse: manipulators make others believe or do things that are in the interest of the manipulator, and against the best interests of the manipulated" (p. 360).”

How the steps happened, according to Rigotti 2006 Typology of Manipulative Processes are :

- 1) Falsity and insincerity
- 2) Fallacies (undue inferences)
- 3) Violating presuppositions
- 4) Manipulation exploiting the human instinct of referring to totality
- 5) The polarity temptation
- 6) Distorting relevance and interest

So a speaker must have the power to influence someone well, and if he can master it then the next step is to maintain and direct that power for good in accordance with the goals and vision and mission of the person.

2.5 Ideology

Ideology is a collection of ideas, basic ideas, beliefs and beliefs that are systematic with the direction and goals to be achieved in the national life of a nation and state.

“....Commonly associated with Marxism, ideology may be understood in at least two senses, one neutral and the other critical (Thompson, 1987, 1990). In a neutral sense, an ideology is a set of ideas experience in making sense of the world. In other words, an ideology is the set of beliefs, values, and ways of thinking and feeling through which humans perceive, and “by recourse to which they explain what they take to be reality” (Abrams, 1993: 241). In its critical sense, ideology is associated with authoritativeness and manipulation, with the international attempt of one party to direct the mind and behavior of another. In the two senses of the word, language is crucial; every instance of language is an “ideologeme” and every language user is an “ideologue” (Wales, 1989)”.

2.6 Linguistics Features

According to Krechtszmar (2009,p.53) on his book The Linguistics of Speech, Saussure argued that Linguistics features can be anything that we can identify as an entity or unit having to do with what people say. Saussure offer two principles for such identification :

1. Any linguistics entity exist only in virtue of the association between signal and signification

2. A linguistics entity is not ultimately defined until it is delimited, i.e.

Separated from whatever there may be on either side of it in a sequence of sounds.

So, linguistics features are components that we choose to isolate (i.e., bits that we can identify as themselves) from the stream of speech (Kretschmar 2009, p.53).

There are some steps to analyze linguistics features as below :

2.6.1 Rhetorical Devices

2.6.1.1 Rhetorical Question : the aim of the question is to persuade people

Rhetorical questions are questions that the questioner does not want to answer directly: in many cases, they may be intended to initiate a discourse, or as a means of conveying a speaker or writer opinion on a topic.

2.6.1.2 Repetition of keyword : to make sure the people that he is the good one

Repetition is the repeating of a word or phrase. It is a common rhetorical device used to add emphasis and stress in writing and speech.

2.6.2 Figurative language

2.6.2.1 Metaphor : Metaphor is the use of words or groups of words not with the actual meaning, given as paintings in accordance with the agreement or supported

Example : *Singa-singa tua yang turun dari gunung* untuk membela negara dan bangsa

: *Giginya ompong semangatnya masih menyala*

2.6.2.2 Parable : is a language style in the form of fictional stories with human characters with a thick moral theme

2.6.2.3 Personification : Personification is a type of comparative figure. Thus, the personification figure of speech is a language style that states inanimate objects as something that seems to live like humans

2.6.2.4 Hyperbole : is one of the most popular figures used in everyday speech. The word hyperbole is taken from Greek which means "excessive". Generally this figure is used in sentences to convey a purpose by exaggerating the style of the language.

2.7 Social Implication

The social implications of an event or action are the results, on society or part of society, of the event or action. The idea of social implications can also be extended to a law or a policy, that is, a planned set of repeated actions. Social implication consist of two words, Social and Implication. Based on Cambridge dictionary, implication is the conclusion that can be drawn from something although it is not explicitly stated. Based on explanation above that Social implications are the effects that occur on the listener or a sign of what is conveyed by someone, both good effects and bad effects depend on what is conveyed by someone. It has not been agreed that what has been said is not good, it will lead to disputes that end in anarchist action. In this point researcher analyze about social implication impact of Prabowo's Speech in Presidential campaign in Boyolali regency. Based on Handbook of risk theory (2012),p.1017-1018 explained that laypeople do not have access to all the knowledge possessed by expert and therefore draw different conclusion about risks, their ordinariness, magnitudes, and impact.

2.8 Previous Studies

In this research the writer reviews other people studies as guidance to make this research running well.

The first researcher use Andhita Rachman with the tittle Critical discourse analysis in donald trump presidential campaign to win americans heart from Muhammadiyah University Surabaya. On this study he used CDA theory by Van Dijk's approach to demonstrate and examine political discourse strategy to winning American heart in presidential campaign. On his research is good enough because the writer can describes with detail about Trump speech and the author has also chosen a good theory that makes the description easy to understand, so that makes the reader interested in reading and reviewing it further.

Secondly researcher use Mohamad Shofil Mubarrok with the tittle A Critical discourse analysis of the first speech of anies baswedan as a jakarta governer from Muhammadiyah University Surabaya. in his study the authors use the CDA by Normal fairclough as the basis for his research. In his research the author is also very detailed explaining one by one the problems that exist in the speech sentences Anies Baswedan speeches, besides that the writer is also quite good in choosing the theories used in his research.

This study, entitled A crital discourse analysis of Prabowo speech in presidential campaign in Boyolali. Has differences characteristic with both previous study. The writer tried to elaborate the basic theory of CDA by Van Dijk's and Norman Fairclough' theory. The author will also use another theory that is appropriate in the context of the research with the aim that the research results be detailed and produce a study that is useful for the readers.

