President Joko Widodo's Speech Acts in His Viral Video Visiting Lampung

Evelyn Shinta Situmorang[1] [iD] , Reggina Onggatta[2] [iD] , Syifa Fitri Hamzah[3] [iD], Rahmadsyah Rangkuti[4] [iD]

English Literature Department, Faculty of Cultural Studies, Universitas Sumatera Utara, Medan, Indonesia

[*]Corresponding Author: evelynshintasitumorang@gmail.com

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ABSTRACT

Politicians utilize a variety of speech acts to achieve specific goals and engage with their audiences through political speeches, interviews, or social media posts that can persuade, convince, or mobilize the public. The objective of this research is to find out the types of speech acts done by President Joko Widodo in his viral interview video visiting Lampung and to examine the effects of each speech act caused. This research applied Austin and Searle's theory to analyze the locutionary, illocutionary, and perlocutionary acts that the utterances possessed. In this article, the data were analyzed using the qualitative-descriptive method and were taken from the Sekretariat Presiden YouTube Channel. The result findings of this study indicate that President Joko Widodo, as a political leader, used all types of illocutionary acts as yet he tends to use commissive illocutionary speech acts that are essential for him to make promises and prove it in order to show his work and also to appease the citizens in Lampung.

Keyword: Speech Act, Politicians, Illocutionary, Effect

ABSTRAK

Para politisi menggunakan berbagai tindak tutur kata untuk mencapai tujuan tertentu dan berinteraksi dengan audiens mereka melalui pidato politik, wawancara, atau postingan di media sosial yang dapat membujuk, meyakinkan, atau memobilisasi publik. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis tindak tutur yang dilakukan oleh Presiden Joko Widodo dalam video viral wawancaranya mengunjungi Lampung dan untuk mengkaji pengaruh yang ditimbulan oleh masing-masing tindak tutur. Penelitian ini menerapkan teori Austin dan Searle untuk menganalisis lokusi, ilokusi, dan perlokusi yang dimiliki tuturan tersebut. Dalam artikel ini, data dianalisis dengan menggunakan metode kualitatif-deskriptif dan diambil dari kanal YouTube Sekretariat Presiden. Hasil temuan penelitian ini menunjukkan bahwa Presiden Joko Widodo sebagai pemimpin politik menggunakan semua jenis tindak tutur ilokusi namun beliau cenderung menggunakan tindak tutur ilokusi komisif yang penting baginya untuk membuat janji dan membuktikannya demi menunjukkan kinerjanya, dan juga untuk menenangkan masyarakat di Lampung.

Keyword: Tindak tutur kata, Politisi, Ilokusi, Dampak

1. Introduction

Language use is more than just about putting words together, yet it is also about achieving purposes of the speakers and creating impacts on the listeners (Syahputra and Sinar 2018). Austin (1962) states that when someone says something, he also does something. This statement then gives the basis for the speech act theory. According to Searle, in all language's communication has a speech act. He asserts that communication is not limited to symbols, words, or sentences but also includes the outcomes of speech actions performed (Searle, 1969).

As Austin emphasized in his book entitled *How to Do Things with Words*, a speaker can bring changes to the real-world effects through language. Imagine if the speaker is a political leader, the impact will undoubtedly be much greater. Politicians utilize various speech acts to achieve specific goals and engage with their audiences. For instance, performing political speeches, interviews, or social media posts that persuade, convince, or mobilize the public. They may use rhetoric, argumentation, and other persuasive techniques to sway opinions, gain support, or rally people behind a cause. Their words are able to create an atmosphere of trust, inspire collective action, or even provoke controversy and division.

Grounding from the theory of how someone's utterance can have a significant impact and influence, this study aims to describe a case of Indonesian President speech acts. The primary emphasis of this study is on finding the context and effect of the utterances of President Joko Widodo's speech act that can be seen in the footage of his interview video in Lampung on May 5th, 2023, posted on the *Sekretariat Presiden* YouTube Channel. His visit to Lampung was intended to conduct a field check on the prices of basic commodities as well as the road infrastructure. The researchers make this video become the object of the research because the researchers are interested in analyzing the locutionary, illocutionary, and perlocutionary acts done by President Joko Widodo as the video went viral and was talked about much by Indonesian society.

In this study, the researchers attempt to define the type of the speech acts done by President Joko Widodo and examine the effects of each speech act by applying Austin and Searle's theory. This study is expected to gain insight about the speech acts and their effects as well as raise awareness about the statements, promises, critics that President Joko Widodo implied. The researchers hope this study would be beneficial to the society as the case is currently a wide-spread topic at the moment this study is held.

2. Literature Review

2.1. *Political Discourse*

Political discourse refers to the way political actors communicate with each other and with the public which can be in the form of speeches, debates, interviews, and social media posts. Political discourse is beyond presenting statements of public opinion. It involves the art of politics and the word choices to strategically achieve political goals. This means words have the power that can influence political situations, shape public opinion, gain support, and legitimize political power. Therefore, word choices in political discourse are more than just about being polite, but also about effectively conveying political attitudes and opinions.

The language used by professional politicians and political institutions is the main focus of many studies on political discourse (Chilton, 2004). In this sense, politicians and political institutions act as the actor of political discourse. Going further, we should also consider various recipients of political communicative events, including other politicians, journalists, mass media, and citizens. These individuals and groups, along with their organizations and institutions, actively participate in the political process and engage in political discourse (van Dijk, 1997).

Political discourse analysis mainly examines how the world is presented to the public through specific forms of linguistic representation by political actors. Thus, it is common for politicians to adopt a more personalized rhetoric that emphasizes their choice and values in order to effectively communicate their political messages to citizens (Simpson & Mayr, 2010).

Success in a political speech is not solely determined by how factual or truthful the arguments are. Instead, it is more about how well the arguments are presented and articulated (Beard, 2000). Political speeches can take various forms, including spoken or written formats, and they serve as both a means of communication and a process. Interestingly, many politicians are unaware of the power their words have and to link between what they say, what they actually mean, and the actions conveyed by their words. When analyzing political speeches, one influential and related theory for understanding them is the speech act theory.

2.2. *Speech Act*

Humans use language for communication, to achieve their strategic purposes, to pass information and knowledge, to express their emotions or mental states, to persuade and influence

others, or even to just tell a joke. This wide range of doings that we accomplish through our daily speech has been weighed up by philosophers and linguists, particularly by British philosopher John L. Austin, who introduced the speech act theory. A particular act that someone performs through the use of words that is uttered is called Speech Act.

Austin (1962) proposes a classification of three distinct speech acts that a speaker can perform, namely locution, illocution, and perlocution. These three acts occur within the same speech context that Austin refers to "the total speech act in the total speech situation". The first act is the locutionary act, which involves the production of words or utterances. The locutionary act includes activities such as providing information or asking questions.

Second, the illocutionary act is the act of doing something based on what is said. In other words, an illocutionary act refers to what is achieved by saying something. The illocutionary act goes beyond mere description and requires the speaker to have the intention to stimulate a response or action from the speech partner. In the theory of speech acts, the term "illocution" refers to the use of utterances to express specific intentions or functions. Searle (1969), building upon Austin's speech act theory, proposed a classification of illocutionary acts that is divided into five main types of acts. These types categorize different kinds of actions performed through speech.

a. Assertives are the acts of describing or stating a proposition that corresponds to reality. This type of illocutionary act is intended to convey information or express beliefs about the world. The example acts include stating, asserting, claiming, describing, reporting, or concluding something. Example: "The meeting starts at 9:00 a.m."

b. Directives refers to the acts that are intended to get the hearer to do something. They are used to issue commands, requests, suggestions, or instructions, which aiming to influence the actions or behavior of the listener. Thus, this type acts can be in the form of commanding, requesting, ordering, instructing, advising, or urging someone to do a specific action. Example: "Please close the door on your way out."

c. Commissives are the illocutionary acts in which the speaker commits or obligates themselves to a future course of action. This involve making promises, pledges, vows, or commitments to undertake specific actions or obligations in the future. Example: "I promise to finish the project by Friday."

d. Expressives as a type of illocutionary acts reflect the speaker's attitudes, feelings or psychological states. They are used to convey emotions, opinions, attitudes, or evaluations about a particular situation or event. Apologizing, thanking, congratulating, welcoming, praising, or sympathizing are the examples of expressives illocutionary acts. Example: "I'm sorry for the mistake I made."

e. Declaratives refers to the illocutionary acts that are intended to bring about a new state of affairs by simply declaring it to be so. These acts are typically performed by individuals who possess the appropriate authority or status to make such declarations. Declaratives are able to create new realities or make something the case simply through the act of declaration. The examples include pronouncing someone married, declaring war, baptizing someone, or sentencing someone to prison. Example: "I now pronounce you husband and wife."

The third act is the perlocutionary act, which implies the effect or impact of the speech (locution) that holds certain intentions (illocution). Therefore, the perlocutionary act is often called the "effect of speech," as it involves the actions or responses of the listeners influenced by the speaker. In a speech event, a speech act typically possesses the potential to generate effects or influence (known as perlocutionary force) on the interlocutors or listeners.

According to Austin's perspective, words are not just abstract symbols but an integral part of our reality. They serve as powerful tools that allow us to model and understand the world due to their complex nature. Every language has all the distinctions that the community acknowledges it is useful to produce, and it actively contributes to shaping and creating realities when used in their speech.

Expanding the scope to the discourse level, a dynamic unity does exist between the production of utterances that generate the illocutionary force resulting in a certain performance and perlocutionary action. These three aspects of the speech act are regulated and codified according to the established patterns, ensuring that they are consistently "identified and re-identified as having the same meaning" (Ricoeur, 1999). As a result, discourse manifests intentionality and represents the specific human act of establishing meaning and value to the "world" it expresses.

There are many researchers who have contributed to the study of speech acts, including in politics. One of them is Ardita Dylgjeri from University of Aleksandër Xhuvani in her article entitled *Analysis of Speech*

Acts in Political Speeches. The study examines the effectiveness of discourse tact in achieving the speech actions force in political debate in political discourse. As a result, the study shows that Edi Rama's 2013 general election victory speech to the Albanian people has the biggest percentage for its illocutionary acts in commissive speech acts, followed by assertive and then expressive acts that left the audience with high hopes and expectations for the future and promises of it. Similarly, Suhair Safwat wrote an article, *Speech Acts in Political Speeches,* that aims to analyze the general terms uttered by the selected political speeches. Those include John Kerry's speech during the 2004 Presidential Campaign and George Bush's inauguration speech in 2001 where both of the speeches have the same objectives as pieces of discourse with specific goals within the theory of speech act. The result findings indicate that Kerry and Bush uttered their speech in commissives 40%, assertives 35%, directives 20%, and expressive 5%. This concludes that it is a crucial part of mobilization strategies, especially in political campaigns by the candidates, to persuade their listeners to win elections.

Another study was conducted by Renugah Ramanathan, Shamala Paramasivam, and Tan Be Hoon from Universiti Putra Malaysia and University College Sedaya International (UCSI) and titled *Discursive Strategies and Speech Acts in Political Discourse of Najib and Modi*. The researchers concentrate on analyzing speech acts on a twitter discourse of two political leaders in Asia: Prime Minister Narendra Modi and Former Malaysian Prime Minister Najib Tun Razak, during election campaigns. The study shows that commissives and directives are two major types of speech acts found throughout the election campaigns. As an outcome, this study is expected to raise political and language awareness among citizens by illustrating how political figures produce power through mutual consent using Twitter. Furthermore, this study is also raising awareness to citizens on how social media can influence political decision making in society.

Alike the studies mentioned above, this study also explores the political discourse and examines locutionary, illocutionary, and perlocutionary speech acts done by the politicians. The theory that is being grounded is Austin's and Searle's as well. However, the previous studies were focused the political discourse uttered by the political figures during their public speeches and election campaigns or inauguration. While in this study, the researchers examine the speech acts of one political leader, that is President Joko Widodo, during an interview about his visitation to one of his dominions. This study attempts to bring up the newest famed case in the society and provide an academic analysis of it. Therefore, the society could be more aware of what are the utterances being produced by the political leader, what are the intentions that drive them, and how is the effect to the citizens.

3. Method

This is qualitative research that employs descriptive method to analyze various speech acts done by President Joko Widodo in his viral interview video when visiting Lampung. The data of this research is in the form of transcribed utterances consisting one or more sentences that President Joko Widodo uttered during the interview. The source data is the video uploaded on Sekretariat Presiden Youtube channel entitled *'Presiden Jokowi Kunjungi Lampung Tengah, 5 Mei 2023'*. This research applies J.L. Austin and Searle (1962 and 1969) theories of speech act to study the locutionary, illocutionary, and perlocutionary acts of President Joko Widodo in the interview. As this study aims to examine the locution, illocution, and perlocution of the speech acts, the researchers were transcribing the utterances of President Joko Widodo and also taking note of the proofs that support the analysis, especially the perlocutionary effect of the speech acts such as happiness that can be reflected through the cheering and clapping audiences. When the data successfully collected, the researchers then conducted the data analysis by identifying the types of illocutionary acts that the utterances convey, determining the effects of the speech acts, and describing supported findings to strengthen the analysis of the perlocutionary effects. Finally, the researchers conclude this study by defining the most frequent types of speech acts performed by President Joko Widodo as a political leader and their effects or impacts on the citizens.

4. Result and Discussion

The analyzed speech acts below are taken from the video of President Joko Widodo's interview in Lampung published by Sekretariat Presiden on Youtube Channel. The research data include locutionary, illocutionary, and perlocutionary speech acts that are analyzed based on Austin and Searle's theory. The

researchers found 10 utterances in total uttered by President Joko Widodo which the following describes the results of the research in question.

a. Locution: "*Jalannya mulus, enak, dinikmati, sampe Pak Zul tadi tidur, saya juga tidur.*"
   The road was smooth, pleasant, enjoyable, even Mr. Zul was sleeping, I was also sleeping.
   Illocutionary act: Expressive (sarcastic-critism)
   Perlocutionary effect: Humorous

b. Locution: "*Semangatnya adalah kita ingin memperbaiki jalan-jalan yang, kita lihat baru saja tadi, baik jalan kabupaten, baik jalan provinsi, baik jalan kota, yang rusak parah.*"
   The purpose is we want to fix the roads which, we saw recently, either regency roads, provincial roads, city roads, that are terribly damaged.
   Illocutionary act: Commissives (promising).
   Perlocutionary effect: Happiness and hopefulness.

c. Locution: "*Dan masyarakat harus tau ada tanggung jawab untuk jalan nasional itu di pemerintah pusat, jalan provinsi itu ada di gubernur, jalan kabupaten itu di bupati dan wali kota. Tetapi ini karena memang sudah lama, akan diambil alih oleh pemerintah pusat, ya.*"
   And people should know that the responsibility for national roads lies in the central government, provincial roads in the governor, and regency roads in the regents and mayors. But, because it has been too long, the central the government will take it over.
   Illocutionary act: Declarative (affirming)
   Perlocutionary effect: Happiness and gratefulness (people are cheering and clapping towards the utterance).

d. Locution: "*Tahun ini, pemerintah pusat khusus untuk Lampung akan mengucurkan anggaran kurang lebih 800 miliar untuk 15 ruas jalan, termasuk ini.*"
   This year, the central government, specifically for Lampung, will disburse an approximately 800 billion for 15 roads, including this one.
   Illocutionary act: Commissives (promising).
   Perlocutionary effect: Happiness and gratefulness (people are cheering by saying 'Alhamdulillah' and clapping towards the utterance).

e. Locution: "*Perbaikannya akan dimulai bulan Juni, karena harus lelang dulu.*"
   The repair will begin in June, because it has to be auctioned first.
   Illocutionary act: Commissive (promising)
   Perlocutionary effect: Hopefulness and perkiness.

f. Locution: "*Begitu saya lihat tadi, saya sudah perintahkan Pak Menteri PU untuk lelang. Tapi juga, nanti ada beberapa ruas yang menjadi tanggung jawabnya Pak Gubernur, ada yang tanggung jawabnya Bapak Ibu Bupati yang ada disini. Jangan semuanya pemerintah pusat.*"
   As soon as I saw it earlier, I ordered the Minister of Public Works to auction it off. But also, there will be some roads that are the responsibility of the Governor, some are the responsibility of the Regents who are here. Not everything is the central government's responsibility.
   Illocutionary act: Directive (ordering, demanding)
   Perlocutionary effect: Encouragement and assertion.

g. Locution: "*Ini pokoknya yang rusak, sampai ke Rumbia atau sampai ke mana yang rusak, kita perbaiki.*"
   As long as it is damaged, to Rumbia or to wherever, we will fix it.
   Illocutionary act: Commissive (promising).
   Perlocutionary effect: Encouragement and hopefulness.

h. Locution: "*Kita itu tidak hanya disini saja, tapi kita juga melihat di beberapa provinsi juga banyak hal yang sama yang harus kita bantu oleh pemerintah pusat. Jadi bukan urusan viral atau ga viral, ga ada.*"
   We are not only here, but we also see in several provinces there are also many of the same things that we, the central government, must help. So it's not a matter of going viral or not, absolutely not.

Illocutionary act: Assertive (claiming).
Perlocutionary effect: Appeasement

i. Locution: "*Memang tugasnya pemerintah pusat, pemerintah provinsi, pemerintah kabupaten dan kota memberikan pelayanan termasuk menyiapkan jalan yang baik, ya. Karena itu menyangkut mobilitas barang dan mobilitas orang, dan menyangkut juga biaya logistik, ongkos logistik.*"
It is the duty of the central government, provincial government, regency and city governments provide services including preparing proper roads, yes. Because it involves the mobility of goods and the mobility of people, and it also involves logistics costs.
Illocutionary act: Directive (claiming)
Perlocutionary effect: Encouraging and reminding.

j. Locution: *"Kalau ongkos logistik karena jalannya rusak menjadi tinggi, produk itu ga bisa bersaing."*
If the logistics cost due to damaged roads is high, the product cannot compete.
Illocutionary act: Assertive (stating).
Perlocutionary effect: Disquietude.

5. Conclusion

In all languages, communication has a speech act which every utterance can have a significant impact and influence to the listener. Speech act is a particular act that someone performs through the use of words that are uttered. Austin (1962) proposes a classification of three distinct speech acts that a speaker can perform, namely locution, illocution, and perlocution. This research has examined the utterances of President Joko Widodo as a politician and identified it according to the types of speech acts. The researchers found 10 data of speech acts in total which consist of 4 utterances of commissive illocutionary, 2 utterances of directive illocutionary, 2 utterances of assertive illocutionary, 1 utterance of declarative illocutionary, and 1 utterance of expressive illocutionary. It reveals that President Joko Widodo tends to use commissive speech acts that are essential for him to make promises and prove it in order to show his work as a political leader. It also has the effect of encouraging to the citizens, and can even make them feel happy and grateful for the promises that are expected to be proven later. Moreover, other utterances that are categorized as directive, assertive, declarative, and expressive illocutionary can affect the listener in many other ways, such as disquietude, assertion, and appeasement. This shows that every utterance made by a politician or political leader remains very influential on the listener.

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