

DISCOURSE ANALYSIS ON SBY'S INTERNATIONAL SPEECH TEXT: A STUDY ON CRITICAL LINGUISTICS

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ABSTRACT

This study dealt with critical discourse analysis of SBY's international speech text. The objective of this study was to describe social cognition, ideology, and social context used by SBY in his international speech. This study was conducted by applying descriptive qualitative design. The data of this study were taken from SBY's international speech text. The texts were analyzed by using Van Dijk's discourse analysis concept by classifying the elements of the text into Van Dijk's table. Based on the study, it was found that the social cognition used was the event social cognition, ideology used was the ideology of Pancasila democracy, and the social context used was the diction in accordance with the social status of the invited guests. It could be concluded that the diction chosen by SBY was adjusted to the social status of the guests who were present in the 19th ASEAN Summit and also represented interests of people.

Keywords: critical analysis, discourse analysis, SBY's international speech text

ABSTRAK

Studi ini membahas tentang analisis wacana kritis teks pidato internasional SBY. Studi ini bertujuan untuk mendeskripsikan kognisi sosial, ideologi, dan konteks sosial yang digunakan SBY dalam pidato internasionalnya. Studi ini dilakukan dengan menerapkan desain kualitatif deskriptif. Data studi ini diambil dari teks pidato internasional SBY. Teks dianalisis dengan menggunakan konsep analisis wacana Van Dijk dengan mengklasifikasikan elemen teks ke dalam tabel Van Dijk. Berdasarkan hasil studi, ditemukan bahwa kognisi sosial yang digunakan adalah kognisi sosial peristiwa, ideologi yang digunakan adalah ideologi demokrasi Pancasila, dan konteks sosial yang digunakan adalah diksi yang sesuai dengan status sosial para tamu undangan. Dapat disimpulkan bahwa diksi yang dipilih SBY disesuaikan dengan status sosial para tamu yang hadir dalam KTT ASEAN 19 dan juga mewakili kepentingan rakyat.

Kata kunci: analisis kritis, analisis wacana, teks pidato internasional SBY

A. Introduction

Language is a communication tool. It is a tool for expressing oneself, for communicating, for carrying out social integration and adaptation in a particular environment or situation, and for exercising social control. Language is a channel for our intentions. When we use language as a communication tool, we already have a specific purpose. We want to be understood by others. We want to convey ideas that can be accepted by others. We want to make others confident about our views. We want to influence others. Furthermore, we want others to buy the results of our thoughts (Suyanto, 2016).

Communication models can be classified in three models of communication. There are linear communication model, transactional communication model and interactional communication model. Communication model of Aristotle is one of communication linear that is intended to describe or explain the process of speech. This model is a communication model widely accepted among other models (Aristotle, 384 M in Griffin, 2012: 6-8).

Speech can be used as a tool to construct reality, self-image, public opinion and new meaning of certain experience. The speech is a great tool to get international support. Such support can be created by having a trust from audiences. In order to obtain a trust which is believed to be truth or reality, language skills are very necessary in drawing up the text of speech. Language proficiency shown in the international speech text is extraordinary. The purpose and objective of speech are well delivered through with simple language but well-ordered. The text of SBY international speech, for example, is one form of language consisting of a set of sentences that have a sense of relationship with one another than a lot of linguistic aspects contained in it. Through grammar, president SBY tries to perform self-image as a leader who is proficient using language. On this way, president convinces something as a truth or reality.

An event and disaster becomes a sympathetic lighter for someone to express

one's concern for the disaster. This sympathetic feeling is often expressed and becomes a discussion in social life both in the social life of the nation and state. As in the sentence "Allow me in this opportunity, both personally and in my capacity as Chairman of ASEAN, to extend my deepest concern and condolences for the major floods that have a number of ASEAN member countries". In this sentence, SBY as the chairman of ASEAN want to touch the delegations of each country that is a member of ASEAN are being plagued by natural disasters. And also SBY wants to touch all the delegations that in the social and national life who are members of ASEAN to show solidarity, in order to provide support and assistance to the countries that are full of disaster.

This study aims to answer how the grammar is used in international speech text to form a self-image based on critical linguistic perspective in relation with the language process as the major of critical discourse analysis. The word "discourse" dates back to the century. It is taken from the Latin word "discourse" which means a conversation (Mcarthur, 1996). In this current usage, this term conveys a number of significations for a variety of purposes, but in all cases it relates to language, and describes it in some way.

This study is developed based on theory of Van Dijk's choice of word aspect, clause arrangement, and figure of speech. The third aspect is an additional finding because of the excessively of figure of speech. In order to examine the use of language and ask why it has been used and what the implication of this kind is used on speech, thus, language, power, and ideology can be seen from its use to the social problem which is going on at the time and to the social power which is trying to influence the ideology of community to be closer to something that is desired by the speaker.

The three main problems discussed in this study are the social cognition, the ideology, and the social context used by SBY in his international speech. The scope of the study is divided into two parts, first is delimitation and the second one is proposed study. The problems of the study are

formulated into three: what social cognition is used by SBY in his international speech, what ideology is used by SBY in his speech in international speech, and what social context is used by SBY in his speech in international speech.

In general discourse is the study of the use of language in particular. It is an application of the use of language (in practice) which agrees with the discussion in this study that is speech. Discourse is a science that helps people in understanding language in its use. Language is not only a tool of communication, but also used as an instrument to do something or a means of implementing a power strategy. Discourse analysis investigates the processes of social construction. Traditional additional qualitative approaches often assume a social world and then seek to understand the meaning of this world for participants. Discourse analysis endeavors to uncover the way in which it is produced. Discourse analysis views discourse as constitutive of the social world – not a route it – and assumes the world cannot be known separately from discourse (Berger, 2016: 3-4).

Critical Discourse Analysis (CDA) is a philosophical approach to discourse analysis. To many people, 'philosophy' is supposed to be profound and incomprehensible because it presumably stands for something 'abstract'. In fact, philosophy has traditionally been understood more as way of living, a means of thinking, a belief, an approach to probe 'meaning'; it is different from the 'scientific' exploring of truth as fact. Philosophy deals with aspects that are essential to our daily life, and religion is the philosophical affair that everybody knows something about and is more or less familiar with as a human belief system (Ting, 2005: 13).

Van Dijk's discourse analysis concept is always said as a social cognition. According to Van Dijk, the discourse analysis is not enough only analyze the text itself because text has practical production that must be observed. In this condition, the readers have to know how the text is produced, so they can know the knowledge why text is produced. In the framework of

Van Dijk's analysis, the importance of social cognition is the mental awareness of journalists, text makers or leaders who prepare their speaking material into a text. According to Van Dijk, events are understood based on the scheme or model. Schemes are conceptualized as mental structures in which human perspectives, social roles, and events are covered. The extremism engendered by social control usually renders the community a target of criticism and ridicule to the outside world. Hostility and confrontation led to further withdrawal, the subsequent development of a quasi-religious notion of martyrdom. The ideology of democracy, which in the ideology of democracy all policies made by the government must be transparent and in favor of the people. In the ideology of democratic people have the right to control all policies made by the government, the people can oppose the entire policy by holding actions, if the policies made are not in favor of the people.

So the study of critical discourse not only describes the text and the discussion, but also explains how the real use of language expresses the production of discourse and its understanding, how to operate ideologies or shared personal and social beliefs influence the elaboration of discourse and vice versa the production of discourse shapes society.

B. Research Method

This study used a qualitative approach with descriptive methods. Any study uses qualitative approach is research that produces descriptive data in the form of words or verbally. The data source in this study was the written scripts of SBY's international speech text with the theme "ASEAN Community in the Global Community of Nations" published by Media Center. The technique in collecting data in this study was done by searching and downloading the speech text from the official site of Media Center. The steps taken in analyzing the data were adjusted to the critical discourse analysis model by Van Dijk which focuses on the analysis process in text and context elements.

C. Result and Discussion

This part discusses the result of the study and the analysis of the data. The analysis was divided into two major points: the text structure analysis and the social, ideology, and social context analysis.

1. Text Structure Analysis

a. Thematic Analysis

Table 1. Thematic Elements

	Thematic
Editorial	Giving the information about the opening ceremony of the 19th ASEAN summit

Departing from the theme above, five important points were produced which became the focus of discussion in this forum namely, first taking concrete steps in order to strengthen the three pillars of ASEAN Community, second fostering the economic growth of the region, third taking on a leading role in designing a more efficient and effective regional cooperation architecture, fourth maintaining the Southeast Asian and East Asian stability and security, fifth strengthening the role of ASEAN globally.

b. Schematic Analysis

Table 2. Summary Elements

	Editorial of SBY's International Speech Text.
Headline Subhead	Editorial : ASEAN community in a global community of nations.
Lead	The world is facing a process of changes that may have widespread impacts to humanity. In the Middle East and North Africa we see the social and political transformation as the Arab Spring continues to progress. In the meantime, the world is facing the threat of yet another

global economic crisis due to financial turmoil in the Eurozone. We learn this together, and this financial crisis was on the agenda of the G20 Summit in Cannes, and the recent APEC Summit in Honolulu. In addition to these new uncertainties casting a cloud on the world economy, the world continues to be faced with fundamental problems and challenges, such as food, energy and water security; climate change; natural disasters, as well as the impact of information technology revolution on society.

The summary elements from both editorials were actually the same. The delegations from every country that attend the 19th ASEAN summit had one perception that the world is facing a process of changes that will give big impact to humanity. Therefore all ASEAN members prepare for early treatment, to prepare for unwanted possibilities that can impact the stability of the country. ASEAN's role is evident from several aspects such as economic aspects namely as a provider of food spare parts. As we have seen, several ASEAN member countries such as Thailand, Indonesia, and Cambodia are known as ASEAN rice barns. Until now, these countries have been concerned about providing food reserves for ASEAN member countries. The form of cooperation in the provision of food reserves is not only carried out for mutually beneficial cooperation, but also in emergencies.

c. Semantic Analysis

In this study there were three points that became the material of analysis namely detail, presupposition, and coherence. In accordance with the function of the presupposition itself, which is to equate perceptions or opinion coincidences to equalize opinions by describing the current situation and become the same concern for the issues being faced by many countries.

After the doctrine and opinion were conveyed and all agreed on the issues being faced by many countries, the details of the discussion were conveyed by appealing that together "playing a greater role in world affairs: to outreach to the world".

d. Stylistic Analysis

Stylistic is the study of language style, thus the understanding of stylistics in this study can be limited as a study of language style, especially those contained in SBY's international speech text. In the analysis of language style, analysis can be directed at the choice of words (diction), syntactic atmosphere, density and types of language used, rhythmic patterns, sound components.

In SBY's international speech text there was only one language style used by SBY in delivering his speech, namely the personification style, as in the following words "ASEAN intends to play a greater role in world affairs: to outreach to the world". in that sentence it means that through ASEAN organizations all countries which are members of ASEAN organizations are encouraged to be able to develop and advance their countries and to contribute in all world affairs in terms of economy, politics, and security. It could be concluded that in his presentation SBY tended to use a formal language style that had meaning directly to the core of the delivery material.

e. Syntax Analysis

Syntax analysis was focused on reference and lexicon. In the reference analysis as in the quotation "Allow me in this opportunity, both personal and in (my) capacity as Chairman of ASEAN". The possessive adjective "my" refers to the object pronoun "me" as well as in the quotation "I would also like to extend (my) thanks and appreciation for the full support and cooperation of all ASEAN member countries throughout the period of Indonesia Chairmanship "positive adjective". The possessive adjective "my" refers to the subject pronoun "I" and grammatically the two excerpt sentences are in accordance with grammar rules. In the analysis of the lexicon some of the basic form findings that

were successfully summarized are the word "Have" becomes "having", "extend" becomes "extended", "make" becomes "made" and "take" becomes "taking". In the example of the previous lexicon, the change of word was influenced by the part of speech, which changes all the words into their respective functions in the sentences that contained in SBY's international speech.

2. Social, Ideology, and Social Context Analysis

a. Social Cognition

The tendency of a person to express an opinion or idea can be caused by his social cognition in understanding his social situation. So it became a strong reason of the speaker underlying his opinion with the social conditions that is being experienced. In this case, the same process as SBY's cognition in looking at the social conditions that are being experienced by some parts of the world including ASEAN members. So, in the first paragraph in his international speech text begins with condolences to ASEAN member countries affected by floods which caused many material losses and also caused many casualties.

From a number of statements that made by SBY, starting with describing the ongoing social conditions, such as floods in Bangkok, earthquakes in Bohol and spring in Arabic, shows that social cognition used is social cognition events that describe ongoing social conditions and which is being experienced by some countries that are members of ASEAN.

b. Ideology

The characteristics of the Pancasila democracy ideology which recognizes the existence of God, this is evidenced by the utterance of praise to God in his opening. In illustrating of the history of Bali Conceroed II SBY also hopes for the power of God so that Bali Conceroed III will also be triggered soon. This is increasingly emphasized that the type of democratic ideology used is the ideology of Pancasila democracy indicated in the statement "*finally, with the blessing of God the almighty, I hereby officially declare the 19th ASEAN Summit and related Summit*

open" implicitly this diction says the implementation of the 19th ASEAN Summit because it gets the grace of God, without the grace of God then the whole series of events is impossible can be run well.

c. Social Context/Social Analysis

To make this analysis easier to be understood, the comparison is made using Javanese language as an example because Javanese language itself has several levels in accordance to the speakers.

Table 3. Comparison Level of Javanese

Bahasa Indonesia	Ngoko	Inggil
saya	Kulo	dalem
kamu	Kowe	panjenengan
ini	Iki	meniko

The table above describes the level speech in Javanese. The use of Ngoko is generally for interlocutors who have the same degree, while Inggil usually used for interlocutors who are older or people who have higher social levels. As well as the choice of diction used by SBY in his international speech text. This was seen in SBY's welcoming of all invited guests who attended the 19th ASEAN Summit. *"Your excellencies"* are used to pay homage to all heads of state and heads of government of ASEAN member countries, which means all heads of state and heads of government of ASEAN member countries are highly respected guests at the forum. While the phrase *"The esteemed"* is used to greet all guests who have a lower caste structurally the government. In his presentation SBY also uses language that is more to the point, this can be seen from SBY's stylistic that only uses one figure in the contents of his speech "ASEAN intends to play a greater role in world affairs: to outreach to the world".

D. Conclusion and Suggestion

After conducting the critical discourse analysis of SBY's international speech text, it is realized that this study is very important

to assist the community in understanding the purpose of a leader's conversation, not only to SBY but to all officials who have a strategic position in a country. Generally, representatives of the people often speak in the name of the people, even diction and narration that used are arranged so beautifully to attract the sympathy of the people. Therefore critical discourse analysis has an important role in translating the purpose of the narrative and diction used by public officials whether those who convey purely in favor of the people or only personal interests or the interests of the group only.

In addition, to find the answers of the research questions, it was also obtained several facts about SBY. First, SBY is a leader who truly understands linguistics. It is demonstrated by the fulfillment of all the research elements contained in the analysis table and he understands how to accompany public opinion to attract sympathizers to participate equally in thinking about the conditions and situations facing ASEAN. Second, SBY has good English skills. This is evident from the whole arrangement of his international speech found only a few errors in the grammar arrangement.

In connection with this study, it was also found several conclusions as elaborated into the following points.

1. Social cognition used in the text speech was social cognition event which in many statements brings social conditions that are experiencing disasters as well as the purpose of event cognition.
2. The ideology used in the text speech was the ideology of Pancasila Democracy. This can be seen in the opening sentence that utters praise to God in accordance with the ideology of Pancasila which believe in the existence of God and all the statements also bring a lot of interests of the people in accordance with the ideology of democracy itself where society is the joint of power. That means all policies must have a significant impact on the people.
3. In the social context, SBY used diction in accordance with the social status of the invited guests and in his address SBY conveys more to the core problem. He

realizes the situation or context that he is facing is a formal context.

As additional to the conclusion, some suggestions are also provided herein.

1. To students who are interested in critical discourse analysis (CDA) study may use wider and different object to conduct the study. It will be better if the object is related to the issue that is happening, so that, it becomes an enlightenment material for many people on the issue that is happening.
2. For readers to be wise in drawing conclusions from this thesis because the form of this thesis is a critique that seeks the issue of a statement contained in a speech text in order to find the intent of the speaker.

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