

SPEECH STYLE OF JOKO WIDODO AT APEC CEO SUMMIT 2014

Nida Hayun Fadila¹, Aris Wuryantoro², Lusia Kristiasih Dwi Purnomosasi³
Department of English Teaching, Faculty of Letters and Arts Education of IKIP PGRI Madiun
nidahayunfadila@gmail.com¹, ariswuryantoro@gmail.com², lusiakdp@gmail.com³

Abstract

Communication is something that to share their feeling, opinion, information, and etc to other people. In communication, they can use some variations of language when they talk to other people. That is what is called as style. Style can occur in written spoken and discourse. The style that occurs in spoken discourse is called speech style. The research is conducted to know type speech style and rhetorical strategies of Joko Widodo in APEC CEO Summit 2014. The objectives of this research are: (1) describing the type of speech style used by Joko Widodo in his speech in APEC CEO Summit 2014 and (2) analyzing rhetorical strategies in Joko Widodo speech in APEC CEO Summit 2014. The approach of the research is qualitative. Essentially, the research is descriptive qualitative. The data of the research is documentation of Joko Widodo's speech in APEC CEO Summit 2014. Analyze data technique used by researcher is descriptively and analytically: surveys and fact – finding enquiries of different kinds and analyze these to make a critical evaluation of the material. The results of the research show: (1) the types of: formal style (45.2 %), consultative style (46.6 %), and casual style (8.2%). the highest type used by Joko Widodo is consultative style and (2) in rhetorical strategies used by Joko Widodo using three types modes persuasion. The types of: Ethos (35.6 %), pathos (15 %), and logos (49.4%). The highest type used by Joko Widodo is Logos. Joko Widodo mostly using consultative style and logos in his speech because he is mostly doing semi – formal activity than formal activity

Key Words: *speech style, rhetoric.*

INTRODUCTION

In this global era, people need to communication with other people to share their feeling, opinion, information, and etc. Here people need language to communication. In the other words, language is tool for communication. In this case, each person has his/her own way to deliver message. In communication, they can use some variations of language when they talk to other people. That is what is called as style. Style can occur in written spoken discourse. The style that occurs in spoken discourse is called speech style. So, to deliver message clearly in communication each people using one of speech styles.

According to Joos (in Coupland, 2007) speech style is form of communicative style based on an intuition about degrees of familiarity or intimacy among people. Speech styles are classified into five types, such as frozen style, formal style, consultative style, casual style and intimate style. Learning speech style can help to identify people's characters, language and their

society influences. In this study, the researcher investigates speech style used by Joko Widodo in APEC CEO Summit 2014. The some reasons of choosing speech of Joko Widodo as the main object of this study because Joko Widodo is famous politician in Indonesia and president of Indonesia. Besides that APEC CEO Summit 2014 is the first international forum attended by Joko Widodo.

In APEC CEO Summit 2014, Joko Widodo has a purpose. He want to persuade the audience that consist of CEOs to invest in Indonesia. As speaker in this forum besides using some types of speech style to deliver his speech, Joko Widodo also using rhetorical strategies to persuade the audience. According to Aristotle (2007: 37) rhetoric is an ability, in each particular case, to see available of means of persuasion. In rhetorical strategies available three modes of persuasion there are logos, ethos and pathos. In this study, the researcher investigates how the rhetorical strategies of Joko Widodo to persuade the audience based on theory by Aristotle.

METHOD

This research was qualitative research. According to Berg (2001:3), qualitative research thus refers to the meaning, concepts, definitions, characteristics, metaphors, symbols, and description of things. Here the researcher uses a qualitative method to analyze the data to answer research question about types of speech style used by Joko Widodo in APEC CEO Summit 2014. The researcher also using rhetorical analysis, Krippendorff (2004: 16) states, “Rhetorical analysis focuses on how messaged are delivered, and with what (intended or actual) effects... Researcher who take this approach rely on the identification of structural elements, tropes, style of argumentation speech act.” Therefore, rhetorical analysis is used by researcher to answer research question about how rhetorical strategies used by Joko Widodo. In collecting data the researcher using personal document. The data is transcript of speech by Joko Widodo at APEC CEO Summit 2014.

RESULTS AND DISCUSSION

In the first research question, the researcher classifies the utterances taken from speech script of Joko Widodo. The utterances spoken by Joko Widodo . She divide the utterance into the one of five types of the speech style based on joos classifications they are: frozen, formal, consultative, casual, and intimate style.

The result of the classifying utterances based on the types of speech style above, there are three types of speech style used by Joko Widodo such as formal style, consultative style, and casual style. Based on analysis using Joos theory, the researcher found 33 formal style (45,2 %), 34 consultative style (46,6 %), and 6 casual style (8, 2%). The finding show that Joko Widodo mostly uses consultative style in delivering speech in APEC CEO Summit 2014.

Compared with the first previous study from Rizky (2013) entitled “Speech Style Used by the Judge of Indonesian Idol 2012”, this research found two types of speech style. They were consultative style and casual style while the researcher of present research found three types, they were formal style, consultative style, and casual style. The second study from Sari (2011) entitled “The Study of Speech Style of Helmi Yahya and Dian Nitami in *Masihkah Kau Mencintaiku* Reality Show” found four types of speech style, they are frozen style, formal style, consultative style, and casual style. Compared to the second research from Sari, the researcher of the present research found three of them, they were formal style, consultative style, and casual style. From the two studies and this research it is show that the types of speech style that often used by people is consultative style, formal style, and casual style.

In the second research question, the result of the classifying utterances based on the types of rhetorical strategies above, Joko Widodo uses all types rhetorical strategies by Aristotle. Based on analysis using Aristotle theory, the researcher found 26 ethos (35. 6 %), 11 pathos (15 %), and 36 logos (49,4%). The results show that Joko Widodo mostly uses logos in delivering speech in APEC CEO Summit 2014.

Rhetorical strategies that uses by Joko Widodo it is same as rhetorical strategies of the American Speeches of twentieth century. In summary of dissertation by Ahmad Idris (2007) states that it should employ logos as the primary mode and build ethos as the secondary mode of speech. It means in employing logos, the speaker should uses syllogism and enthymeme, and to build reasonable ethos, flashback, allegory, and analogy should be used. It is different with rhetorical strategies that uses by Obama’s speech. In thesis by Dian (2010) states that the results on the research so that to create credibility, ethos is used Obama more in narration with 40% of overall ethos data. To build logical argument, logos is used by Obama more in proof with 50 % of overall logos data. To affect emotion of audience, pathos is used by Obama more in narration with 76% of overall pathos data. It means the people has different strategies to persuade the other people.

From the first and second analysis based on two research questions, the result is Joko Widodo mostly used consultative style and logos as modes persuasion. Joko Widodo mostly using consultative style because Joko Widodo mostly attending semiformal forum than formal forum. For example “*Blusukan*” meet up with citizens directly. When Joko Widodo meet up with citizens Joko Widodo using consultative style to communication with citizen. In communication activity Joko Widodo give logical argument to persuade and to build the trustworthiness of citizens. So this is can be habit of Joko Widodo to give logical argument when doing communication. This is same situation in APEC CEO forum. Joko Widodo mostly using consultative style and logos because his habit. to make audience interest and comfortable when they are hearing the speech of Joko Widodo, Joko Widodo using consultative style, this is appropriate with his character. Joko Widodo also giving logical argument, he show how much the potential of Indonesia to persuade the audience to invest in Indonesia.

CONCLUSION

From the analysis of speech of Joko Widodo in APEC CEO Summit 2014, the researcher tells the conclusion below:

1. According to Joos, Speech styles are classified into five types, such as frozen style, formal style, consultative style, casual style and intimate style. Based on the analysis of speech of Joko Widodo in APEC CEO Summit 2014 above, the researcher finds only three types of speech style as follows: formal style has 45.2 %, consultative style has 46.6 %, and casual style has 8.2%.
2. According to Aristotle, there are three artistic modes of persuasion: logos, ethos, and pathos. Based on the analysis of speech of Joko Widodo above, the researcher finds three kinds of artistic that used by Joko Widodo as follows: Ethos has 35.6 %, pathos 15 %, and logos 49.4%.
3. According to first result of first problem statement and second result of second problem statement, it can be clasified that the highest type of speech style that used by Joko Widodo is consultative style with rhetorical strategies is logos as mode persuasion. In the speech style, between consultative and formal has a bit different of percentage and a lot different percentage with casual style. Joko Widodo mostly

using consultative and formal because APEC CEO Summit 2014 is formal forum, but Joko Widodo mostly use consultative style because his ability, he is mostly doing non formal than formal forum. In rhetorical strategies Joko Widodo mostly using logos as mode persuasion and the second is ethos. Joko Widodo mostly using logos because Joko Widodo mostly meet with the citizens directly and give logical argument to the citizens to build trustworthiness of citizens. It is same with APEC forum, Joko Widodo give logical argument to build trustworthiness of audience and using ethos to make his speech credible for audience. Joko Widodo a bit using Casual style and pathos because it just to make the audiences enjoy in the forum.

REFERENCES

- Aristotle. 1800. *Aristotle on Rhetoric A theory of Civic Discourse*. Translated by Kennedy, George A. (2007). New York: Oxford University Press.
- Asmaradhani, A. I. (2007). *Classical Aristotelian Rhetoric Analysis of the American Speeches of the Twentieth Century*. Dissertation. Unpublished. Surabaya: The Faculty of Letters and Arts Education, Surabaya University.
- Ary, D., Jacob, L. C., Sorensen, C., & Razavieh, A. (2010). *Introduction to Research in education*. 8th Edition. California: Wadsworth Cengage Learning.
- Barton, M. D. (2006). *Rhetoric and Composition: A Guide for the College Writer*. Oxford: Wikipedia Foundation.
- Berg, B. L. (2001). *Qualitative Research Method for the Social Sciences*. Boston: A Person Education Company.
- Brown, G., & Yule, G. (1983). *Discourse Analysis*. Cambridge: Cambridge University Press.
- Chaer, A., & Leonie, A. (2004). *Sociolinguistik : Perkenalan Awal*. Edisi Revisi. Jakarta : Rineka Cipta.
- Coupland, N. (2007). *Style : Language Variation and Identify*. New York : Cambridge University Press.
- Creswell, J. W. (2012). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research – 4th Edition*. Boston: University of Nebraska.
- Dawson, C. (2007). *A Practical Guide to Research Methods*. Begbroke, Oxford: Howtobooks.

- Dian, D. P. (2013). *Aristotelian Rhetoric Analysis on Obama's Speech Now is the Time to Take Action Against Gun Violence Published on January 19th 2013*. Unpublished. Thesis. Faculty of Letters and Arts Education, IKIP PGRI Madiun.
- Griffin, E. (2012). *A First Look at Communication Theory*. New York: McGraw-Hill.
- Haase, A. (2005). Intercultural Communication and Speech Style. *Journal of Comparative Literature and Culture*. 7, 1-9 . <http://docs.lib.purdue.edu/clcweb> downloaded on February 2016.
- Kennedy, G. A. (1994). *A New History of Classical Rhetoric*. Princeto, New Jersey: Princeton University Press.
- Kothari, C. R. (2004). *Research Methodology – Methods & Techniques*. New Delhi: New Age International (P) Limited, Publisher.
- Krippendorff, K. (2004). *Content Analysis an Introduction to Its Methodology*. Thousand Oaks, California: Sage Publications.
- Lucas, S. E. (2009). *The Art of Public Speaking*. 10th Edition. New York : McGraw – Hill.
- Meyerhoff, M. (2006). *Introducing Sociolinguistics*. New York : Roultedge.
- Mesthrie, R., Swann, J., Deumert, A., & Leap, W. L. (2009). *Introducing Sociolinguistics*. Second Edition. Edinburgh : Edinburgh University Press.
- Miles, M. B. & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. Thousand Oaks: Sage Publications.
- Nunan, D. (1992). *Research Methods in Language Learning*. Cambridge: Cambridge University Press.
- Rizky, F. (2013). *Speech Style Used by the Judge of Indonesian Idol 2012*. Unpublished. Undergraduate Thesis. Malang: Faculty of Culture Studies, Brawijaya University.
- Sari, R. D. (2011). *The Study of Speech Style of Helmi Yahya and Dian Nitami in Masihkah Kau Mencintaiiku Reality Show*. Unpublished. Undergraduate Thesis. Malang: Faculty of Culture Studies, Brawijaya University.
- Sukardi. (2003). *Metodologi Penelitian Pendidikan*. Jakarta: PT. Bumi Aksara.
- Widodo, J. (2014). APEC CEO Summit. *Referensi Belajar Bahasa Inggris*. Web. May 19, 2016. <http://www.englishindo.com/2014/11/full-teks-pidato-bahasa-inggris-apec-ceo-summit.htm> downloaded on 10th November 2015.
- Yin, R.K. (2011). *Qualitative Research from Start to Finish*. New York: The Guilford Press.