

THE COHESION OF SUSILO BAMBANG YUDHOYONO'S SPEECH AT APEC ECONOMIC LEADER CONFERENCE IN BALI

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Abstract: Cohesion in discourse is important to know the coherence of discourse. This study intends to analyze the types of cohesive devices and their function in Susilo Bambang Yudhoyono's speech. The research design in this study is descriptive qualitative. The object of the research is a text-transcript of Susilo Bambang Yudhoyono's speech. The researchers are the primary instrument for gathering and analyzing data. There are four main steps to analyzing the data; identifying the sentences, classifying the cohesion of the speech based on Halliday and Hassan's theory (2014), explaining the data and concluding the data. There are three types of cohesion used in the speech. The result shows the mostly used in the speech is reference. The majority used is personal preference. It demonstrates that the speaker wants to make cooperate with the listener or audiences of the conference. Furthermore, the mostly used in the speech is subject.

Keywords: *Cohesion, speech, conference*

INTRODUCTION

Human used language to communicate each other. Language is important to share ideas. There are two kinds of language used in our regular communication. They are spoken language and written language. If someone has a good language skill, he or she will be easier developing his or her talent,

and one of talent is speech. The important aspect of a text, whether speech text or not is cohesion. It plays a significant role in creating a text because it can provide continuity that exists between one part of a text and another. Studying cohesion, especially cohesive devices (grammatical and lexical), is used to create a good and systematic text and make easily understand what information is delivered in it. It can also reduce confusion in understanding the texts. So in this case, when someone can use cohesion devices correctly, it means that he or she can make a good text and systematically.

Cohesion belongs to discourse analysis text that links one word to another to interpret the meaning of the text; one ties another to sum up the discourse within the text. A research on grammatical and lexical cohesion in speech found some kinds of cohesive devices: reference 56.9%, conjunction 24.6%, reiteration 18.5%, and collocation 6%. It can be concluded that the most dominant cohesive devices used in the article of Barack Obama's speech is reference. The cohesion in the second inaugural speech of Barack Obama is used to establish the text's coherence to make the reader understand the text easily (Nurjannah, 2013).

This research is based on the argument that cohesion is the most important criterion of textuality. Because cohesion can different between text, or non-text. Cohesion distinguishes texts from non-texts and makes the reader or listener establish relevance between what was said, is being said, and will be said through the appropriate use of the necessary cohesion devices. A person can connection sentence to another to paragraph unity, it shows that he or she has a good speaking ability. One of kinds of speaking ability is speech. Almost people when will have speech, they will prepare the text based on their topic. A good speech text seems on the content of the topic and from the used cohesion correctly. Therefore, speaking English ability especially when speech should be prepare a text of speech and give attention to used cohesion correctly.

Concerning the use of cohesive devices in the speech of students of English education study program by Ratnasari (2016), it showed that the most frequently cohesions appeared in the speech are conjunction, reference, and lexical reiteration. Meanwhile the occurrences of ellipsis, substitution, and lexical collocation were the least. This research aims to investigate the cohesion in speech of different context, namely Susilo Bambang Yudhoyono's speech in APEC conference in Bali. Besides that, the research aim also analyzes the used cohesion in his speech in five forms: subject, object, verb, complement, and adverbial.

LITERATURE REVIEW

The remaining standards of textuality are user-centered, concerning the activity of textual communication by producers and receivers of text. There are seven criteria are given for textuality. They are coherence, cohesion,

intentionality, acceptable, informatively, situationality, and intertextuality. It called constitutive principles, in that they define and create textual communication as well as set the rules for communicating. Nevertheless, this research conducted one of the criteria of constitutive principles, it is cohesion.

Cohesion is one of the two qualities that give a written or spoken text unity and purpose, the other being coherence. Coherence is a concept that is still not fully understood for its complexity. Then, to make a coherent text, it is crucial to use cohesion as a connection between each sentence, or paragraph in a text. Text can be written or spoken text which is form unified whole. So when a text content cohesion device correctly, it means the coherence text. In other words. A better text creates the word coherence, the better text will gain the best writing proficiency. So a good composition since it goes fluently as we can see the connector transition

Coherence paragraph of speech's text consists of some good paragraph unity. There are some aspects to make a good paragraph unity, such as grammatically, vocabulary, cohesion device, etc. One of aspect to make a good paragraph unity in a text is cohesion. Cohesion occurs when the interpretation of some elements in the discourse is dependent on that of another. Halliday and Hasan (2014) also mention five types of cohesion: substitution, ellipsis, reference, conjunction, and lexical cohesion.

In the term, speech is communicating in a public place, so the speaker should use cohesion devices to make the audiences understand easily. According to Rankema (1993) cohesion is the connection which results when the interpretation of textual element is dependent on another element in the text. Besides that, Brown and Yule (1983) also said that there are three broad types of cohesion: reference, ellipsis and substitution, and conjunction. So to make a text of speech contents the types of cohesion devices.

There are previous studies concerning the cohesion. A study by Singchai and Jaturapitakkul (2016) looks at what cohesive devices are utilized in students' account papers and which strong device is utilized most often in each sort among three gatherings of students. Second, Kalajahi and Abdullah (2015) discover the connection between the utilization of talk connectors and attachment of writing in the composing tests of Malaysian school understudies. And finally, the last prior study mentioned in this research is a study by Gholami and Alizadeh (2017). They differentiate the recurrence and thickness of the utilization of various sorts of lexical union in the presentation part of local English and Iranian related phonetic research articles. In brief, cohesion devices are used not only in writing students' papers but also in text of speech.

METHOD

This research used qualitative research using descriptive method. Qualitative research is the study that produces analytical procedures that do not use statistical analysis or other (Corbin & Strauss, 2009). The data are in

the form of words, phrases or sentences of the transcription of video on APEC conference, it means the text of the speech. This research designed is descriptive method which attempt to provide systematic. The data are described descriptively based on the types of cohesion. It based on the objective of the research is to explain the transcription found in it. The data will analyze based on the types of cohesion. This research used five types of cohesion based on Halliday and Hassan (2014) to analyze the data and describe the data. They are Substitution, ellipsis, reference, conjunction and lexical cohesion.

There are two kinds of data sources used to get the data. They are primary and secondary sources. The primary source is the transcription of the video of the APEC conference on YouTube. It contents about Susilo Bambang Yudhoyono's speech in APEC economic leader meeting. The transcription of the video as the data will be analyze in its types of cohesion devices. The secondary source such books, journals, and other documents related to the research.

The main instrument of this research is the researcher herself since in qualitative research; the researcher investigator is the primary instrument for gathering and analyzing data. The researcher spends considerable time to watch the APEC conference on YouTube and transcribe it. The researcher also used some sources to help her analysis, such as a literature book and another instrument related to the research.

This research data are taken from Susilo Bambang Yudhoyono's Speech in APEC conference in Bali in 2013. This research has five steps of data collection method. Firstly, browsing a video on YouTube about Susilo Bambang Yudhoyono's Speech in APEC conference. Secondly, downloading the video. Thirdly, watching the video and transcribing. Then, identifying cohesive devices used. The last, arranging the data systematically according to Halliday and Hassan's theory of cohesion (2014).

The data found would be analyzed using descriptive form. There are four steps to analyze the data. Firstly, identifying the sentences that have cohesive devices. Then, classifying the cohesion of the speech based on Halliday and Hassan's theory (2014). Next, explaining the data on how the data are classified as cohesion in terms of substitution, ellipsis, reference, conjunction, and lexical cohesion. Finally, drawing the conclusion.

FINDINGS

Types of Cohesive Devices used in Susilo Bambang Yudhoyono's Speech

There are three types of cohesive devices used in the speech. They are reference, conjunction and lexical cohesion. The researcher did recapitulation tables of reference on Susilo Bambang Yudhoyono's script based on Halliday

and Hasan's concept (2014). The concept was used to know the cohesive device of the text. The recapitulation can be presented in table 1.

Table 1. Reference Devices

No.	Reference types	Words	Frequency
1.	Personal Reference	Our	19
		Your	2
		Me	1
		My	1
		I	19
		Us	4
		Its	2
		We	27
		It	8
		Their	2
		You	5
		They	1
		Which	3
2.	Demonstrative	The	13
		That	16
		This	9
		These	6
		Those	1
		Here	2
3.	Comparative	More	5
		Better	1
		Similar	2

Table 1 identified frequency for type of reference, namely personal reference, demonstrative and comparative. From the table above, the text of speech consisted of personal *reference the frequency* as much as 91 words, the frequency of demonstrative 47 words, and comparative 8 words.

Three personal references were found. First, personal reference elements that occur in the text are personal pronoun as subject *me, I, us, we, you, they, it* and as object *our, your, my, its*, possessive adjective and categorized as relative pronoun. Second, demonstrative reference elements that appeared in the text are neutral demonstrative reference represented by determiners *the, this, these, that, and those*, and the demonstratives adverb *here*. Third, comparative reference elements in the text are adjective comparison through *more*, and *better*, and adverb comparison through identity *similar*.

The following section explained the conjunction devices occurred in script of Susilo Bambang Yudhoyono's speech. Therefore, the explanation would be described as follows:

Table 2. Conjunction Devices

No.	Conjunction	Words	Frequency
1.	Additive	And	39
2.	Causal	Otherwise	1
		Therefore	2
3.	Adversative	But	3
4.	Temporal	At the same time	1

There were four types of conjunction elements, they are additive 39 words, three adversative words, three causal words, and one temporal word. First, additive conjunction item in the text is *and*. Second, adversative conjunction that appeared in the text is *but*. Third, causal conjunction that appeared in the text are *otherwise and therefore*. Fourth, temporal conjunction that appeared in the text is only *at the same time*. Finally, the presupposing sentence is temporally cohesion because it stood in time relation to the presupposed sentences through the component *at the same time*.

The last section explained the lexical cohesion devices occurred in script of Susilo Bambang Yudhoyono's speech. There are two types of lexical cohesion used in the speech. They are reiteration and collocation. Firstly, the explanation of reiteration would be described as follows;

Table 3. Reiteration Devices

No.	Reiteration	Words	Frequency
1	Repetition	Discussion	6
		Business	5
		Community	2
		APEC	24
		Economies	10
2	Synonymy	Problem – issues	1
		Objectives – goals	1
		Target – achievement	1
3	Antonymy	Decreased – increase	1
		External – internal	1

There were four types of reiteration elements, they are repetition, synonymy, antonymy, and superordinate. The reiteration elements found in the script of the speech were repetition, synonym, and antonymy. Superordinate was not found in the text. First, repetition is the most common form found in the text was repetition. The repetition items existed in the text that makes it cohesive were name of place and noun repetition. Second, synonym that occurred in the sentence was the only word with identical meaning with other words. There are three synonym words above was between *problem* and *issues*, *objectives and goals*, *target and achievement*. The last is antonymy that occurred

in the sentence was only that has opposite meaning with other words. They are two words used in the speech between decreased and increased, external and internal.

The last types of lexical cohesion was collocation. Here, one of the examples of collocation that appeared in sentence: *This multilateral trading system good serve as an essential source of sustainable economic growth development and stability. Therefore, what appealed in the APEC 2013 is our primary interest to promote.* This bold word has relation because in the APEC 2013 discussed about economic growth.

In conclusion, the script of speech was cohesive, although some cohesion items were invented in the concept but did not appear in the data. The cohesion items that did not appear in the text was *substitution and ellipsis*. Yet, the cohesiveness of the texts was still maintained with the appearance of the other cohesion devices.

The Use of Cohesive Devices in Susilo Bambang Yudhoyono's Speech

This research also explains the use of cohesive devices in a script of the speech based on the objective of this research. The researcher was identifying the use of cohesive devices into four kinds. They are subject, object, complement and adverbial. The words categorized as subject are *I, you, we, they, me, it, my, its, this, and that*. Next, the object words are *me, us, those, the, here, and, better*. Then, the words that are categorized as complement are *more, and similar*. The last is adverbial words are *at the same time, but, otherwise, therefore, our, your, their*.

It can be concluded that three types used in the script of Susilo Bambang Yudhoyono's speech and five functions or uses of cohesive devices of the speech. The three types are references, conjunction and lexical cohesion. Then, four functions are as subject, object, complement, and adverbial.

DISCUSSION

First, based on the data analysis of cohesion, the script of speech used cohesion devices, except substitution and ellipsis. When the text of speech or the script wrote a text cohesively, the text would be easy to understand to the listener because the elements in the text were linked. Therefore, cohesion provided strong evidence that contributed to readable writing. However, the fact showed that the existence of all cohesion devices should not connect the sentences in the text. The collocation was found in very little quantity, while there was no substitution and ellipsis found in the speech script.

Second, based on the result, the majority type used in the speech is reference. There are three types of reference, namely, personal reference, demonstrative reference and comparative reference. And the highest frequency

of types of conjunction is additive conjunction. The last the highest frequency of types of lexical cohesion is repetition. Based on the analysis of the text of Susilo Bambang Yudhoyono's speech, there were several words and clauses of the type of personal references that were repeated like "I" and "We". The repetition was to emphasize the leading actor from the contents of his speech. "I" is a representation of Susilo Bambang Yudhoyono as President and Deputy of the Indonesian Government. "We" can be interpreted as a member of the APEC conference and people of Indonesia who want developed countries in economic.

There are three example sentences of personal reference, additive conjunction and repetition. In term personal reference, the majority used in the speech is "we". It showed that the speaker wants to make cooperate with the audiences of the APEC conference. Here, one of example sentence in the speech: *We also witnessed a mix development recovery among developed countries including in Europe and North America is showing a promising game.* Then, the majority type used additive conjunction, the word is "and". It showed that cooperation and partnership have relation. Here, one of example sentence in the speech, *Effect economy should enhance cooperation and partnership.* The last type of cohesion is lexical cohesion. They are two types of lexical cohesion. The highest frequency used in the speech is repetition. Here, the sentences; *In spite of uneven pace of recovery in the APEC region. The APEC economies continue to be the driving force for global growth.* Hence, the explanation texts analyzed in this research mostly use repeating key nouns to make the speech seem solid and permanent unit or the core of the whole speech discussion.

This is in line with the study conducted by Ayub (2013). The aims of his research are to analyze the students' writing in terms of the types of cohesion devices used and the problems of coherence. He indicates that cohesion and coherence have to be emphasized in teaching writing. English teachers have to be competent in evaluating the coherence of students' writings by applying TPA. Next is a research by Sugiarti (2013), her research about grammatical cohesion errors found in the expository essays. She found that the most type of grammatical error is error of reference. The frequency is 136 items on 73, 51%, the second grade is error of conjunction for about 49 items or 26, 48%.

From those results, we can see that the writers create a text of speech with a clear purpose that is be easy for the listener to understand, and good enough understanding toward building cohesion within the text of speech. It shows from use or function of cohesive device in the text of speech located in subject, object, complement, and adverbial correctly. Although there is no use or function of a verb, the text of speech used cohesion device necessary and correctly.

The discussion above can be concluded that good composition since it goes in a fluently way as we can see the connector, presented a temporal usage of the cohesive device. However, briefly speaking, especially in speech, the other expert implies that grammatical knowledge profoundly has impacts on

the idea organization, as well as with the cohesive device usage. This proposition is also supported by Hinkle (2008) that most non-native speakers have problems with cohesion because they could not maximize the use of grammatical and lexical functions in the target language.

CONCLUSION

The words are selected carefully to use in the speech to persuade the listener or audience towards their message. The selection of words, sentences, and expressions is significant to analyze to identify cohesion devices in the speech. Based on the result and discussion, cohesive devices were found in the text of Susilo Bambang Yudhoyono's speech. Three types of cohesion were used in the speech. They are reference, conjunction and lexical cohesion. The most used in the speech is reference. There are also three kinds of reference. They are personal reference, demonstrative reference and comparative reference. The majority used is personal preference. Furthermore, there are four types of cohesive devices in the speech: subject, object, complement, and adverbial. The mostly used in the speech is subject. The frequency of the issue is seventeen words in the sentences of Susilo Bambang Yudhoyono's speech.

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