Analysis of the promising speech act used in President Jokowi's speech at the visi Indonesia event

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ABSTRAK

Penelitian ini membahas tentang jenis-jenis tindak tutur berjanji berdasarkan teori Searle (1985) yang dikemukakan oleh Searle (1985) dalam pidato Presiden Jokowi pada acara Visi Indonesia yang disiarkan di Net TV pada tahun 2019. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis tindak tutur berjanji yang digunakan dalam menyampaikan upaya pembangunan negara di masa depan yang dijanjikan oleh Presiden Jokowi setelah terpilih menjadi Presiden Indonesia. Hasil penelitian menunjukkan bahwa sebelas ujaran memenuhi lima persyaratan teori Searle (1985) yang dikemukakan sebagai tindak tutur menjanjikan dalam pidato. Analisis lebih lanjut juga menunjukkan ditemukannya satu tuturan jenis tindak tutur menjanjikan yang menggunakan teknik persuasi, tujuh tuturan jenis tindak tutur menjanjikan yang menggunakan teknik advokasi, dan tiga tuturan jenis tindak tutur menjanjikan yang menggunakan teknik penceritaan persuasif. Ketiga jenis teknik yang digunakan dalam tuturan tersebut memberikan kesan yang membuat pendengar menjadi percaya diri, bersemangat, dan mengubah pandangan mereka terhadap suatu isu yang sedang dibicarakan.

ABSTRACT

This paper discusses the types of promising speech acts based on the theory Searle (1985) put forward in President Jokowi's speech at the Visi Indonesia program, which was broadcast on Net TV in 2019. This research aims to identify the types of promising speech acts used in conveying the country's future development efforts promised by President Jokowi after he was elected president of Indonesia. The study results show that eleven utterances fulfill the five requirements of the theory Searle (1985) put forward as promising speech acts in the speech. Further analysis also indicates the discovery of one promising speech act type utterance that uses persuasion techniques, seven promising speech act type utterances that use advocacy techniques, and three promising speech act type utterances that use persuasive storytelling techniques. The three types of techniques used in the speech give an impression that makes listeners confident, excited and changes their views on an issue being discussed.

Introduction

> *"Saya yakin kita semua berkomitmen untuk meletakkan demokrasi yang berkeadaban, yang menjunjung tinggi kepribadian Indonesia, yang menjunjung tinggi martabat Indonesia, yang akan membawa Indonesia menjadi Indonesia maju, adil dan makmur. Indonesia maju adalah Indonesia yang tidak ada satupun rakyatnya yang tertinggal untuk meraih cita-citanya"* (Joko Widodo, 2019).

In his speech, President Jokowi revealed that he would prioritize community development by improving Indonesia's education, health, and social welfare systems. Encouraging economic growth by increasing infrastructure development, attracting foreign investment, and supporting small or medium enterprises to achieve long-term goals. Encouraging the Indonesian people to innovate and be entrepreneurial also means taking advantage of opportunities. President Jokowi also invited the Indonesian people to build a sense of national unity by putting aside differences and focusing on achieving common goals.

President Jokowi delivered his speech at the Visi Indonesia event regarding his presidential election in 2019–2024. President Jokowi revealed that, during President Jokowi's term of office, he promised to resolve various cases of violations committed by irresponsible elements. He also promised to prioritize human resource development as Indonesia's key going forward, and he made many other promises. So that the speech made the supporters enthusiastic, and the people hoped for a better future for the country. Thus, President Jokowi's speech becomes interesting to study using theories promising speech acts.

The Promising Speech Act is one of six types of speech acts consisting of guarantee, offer, threat, refusal, volunteer, and promise (Searle, 1985). Speech acts are part of linguistics pragmatics, which aims to determine what the speaker's utterance means, accompanied by the actions of the speaker and listener who are communicating. Or in short, speech act is the act of the speaker with speech. Austin distinguishes the types of speech acts into three divisions: locutionary, illocutionary, and perlocutionary (*Austin, 1962).* Locutionary acts are actions to say something or issue words and even sentences with meaning (Senft, 2014).

Furthermore, Illocutionary acts realize that the utterance has a special meaning or purpose. Or in other words, Illocutionary acts are what the actual intention of the speaker is, while perlocutionary acts are the effects or reactions of listeners that arise after knowing the utterance's meaning. This effect can affect a person's actions, thoughts, or feelings (Searle, 1969).

Illocutionary acts have various categories that have their respective communicative functions. That consist of assertives, directives, commissive, expressive, and declarative (Searle, 1969). One is commissive, a type of speech that functions as a declaration based on the speaker's intention. As well as having speech functions for bargaining, oaths, and promises (Searle, 1969). So, from here, the researchers know that promises are included in the commissive speech acts section. In analyzing promising speech acts, the researchers are more than just finding examples of utterances that show a promise. But also by identifying the special meaning behind the utterance. One of them is predicting the effect of an utterance in the future. Because this is one of the five conditions of the promising speech act (Searle, 1975).

One example of the use of promising speech acts in President Jokowi's speech is in the utterance,

> "Ini juga hati-hati, kalau pola pikir, kalau mindset birokrasi tidak berubah, saya pastikan akan saya pangkas".

This utterance shows a promise because, in his words, he promised to leave the positions of government officials who did not immediately change the mindset of the bureaucracy.

Research on promising speech acts is not directly available. It requires a lot of opportunities for research into other studies that may have hidden theories that are still related. An example is Rizki's research (2022), which examines the use of the Promising Speech Act on a character in Shakespeare's Antony and Cleopatra Play using Martinez's theory (2013). The results of this study indicate that there is implicit use of promising speech acts because the characters in the drama do not like to promise explicitly to convey dialogue. Another example is Mubais' research (2021) which examined the use of Promising Speech Act by Tenth Year Students at the STAR I Annual High School in Jepara using Austin's theory (1962). The results of this study indicate that Tenth Year Students use three strategies in delivering promising speech acts, namely predictive assertion strategy, promise-to-act, and future action. The most frequently used strategy by students is future action, while the least used strategy is predictive assertion strategy.

Meanwhile, in her research, Maya (2020) analyzes commissive speech acts, one of which is a promising speech act in Knives Out Movie, which uses the theory of Searle (1985) and Austin (1969). The findings show that Knives Out Movie uses a lot of acts of illocution from the 13 data found. In another study conducted by Dorinë Rakaj (2022), she examined the use of the Promising Speech Act in political speeches, which is precisely the Case Study of Obama's Speeches. The findings show that Obama often uses promising speech acts such as confirming, reconfirming, guaranteeing, and assuring. This use gives rise to effects such as hopefulness, determination, and inspiration. In addition to this research, there are other studies such as research by Tun (2013), who writes about Promising Speech Act among the people in Jordania, and Joko (2015), who writes about the Promising Speech Act used by Pacitan Vocational English Teacher, Ratnani (2022) who researched the use of commissive speech act in Vehicle's Sales' Advertisement on Electronic Media and also the Implementation of Indonesian Teaching Material in Junior High School, Syafitri (2019) researched the commissive speech act used in commercial advertisements, and Ucik (2007), who examines illocutionary acts, one of which also has promising speech acts, in President George W. Bush and Prime Minister Sharon in Economic Discussion.

Research using the material object of speech is also not found much because what is mainly found is using movies. However, one study is still related to speech acts. It uses speech as its object, namely Yunal's research (2015), which examines the Apology Strategy of Prime Minister Julia Gillard in the National Apology "Forced Adoption" Speech. The results found in this study show that the Prime Minister's apology used several strategies. One of them is promise and forbearance, as one of the expressions in the recognition category. In some of the research examples above, material objects differ from current research. This is because most promising speech acts are analyzed using movies. So, this research was different because it uses speech as the material object.

Discussion

In this paper, the types of promising speech acts found in President Jokowi's speech are viewed by observing Searle's theory (1985), which classifies speech acts into six types: guarantee, offer, threat, refusal, volunteer, and promise. A promise is a statement telling someone that you will do something or not do something. This is a form of verbal commitment by one person to another to do something in the future (Searle, 1985). An utterance can be stated using a promising speech act if it fulfills the following conditions:

1. The speaker must have the purpose of doing what he promised.

2. The speaker must know that his actions are in the best interest of the listener.

3. The speaker is doing it believes that he can take action.

4. The speakers must predict future operations.

5. The speaker must predict his actions.

In President Jokowi's speech, which he delivered at the Visi Indonesia event, regarding his election as President for the 2019–2024 period, it was found that he used three types of strategies in his speech. Those three strategies are persuasion, advocacy, and persuasive storytelling. The persuasion strategy of promise is a type of promising speech act that has the goal of changing one's view of a topic by using words that evoke emotion and strong arguments (Wicaksana & Rachman, 2018).

Next, the strategy called persuasive storytelling, is a type of promised speech act that uses story components with the aim of changing and influencing one's view of a belief (Heath C, 2007). The last strategy is advocacy, is a type of promising speech act which has the aim of supporting and promoting something to the public by influencing the policies to be made (Lewis S, 2002).

In this context, the strategy that used by President Jokowi is to gain the public's confidence in his leadership and the programs he will hold in the future. There are 11 utterances of promise used by President in his speech, persuasion strategy is 9.09% or 1 out of 11 promising speech acts. Persuasive storytelling strategy is 27.2% or 3 out of 11 promising speech acts. Advocacy strategy is 63.6% or 7 out of 11 promising speech acts.

The strategy that is most frequently used by President Jokowi to actualize promising speech acts in this context is the advocacy strategy. It is most frequently used by him because this strategy is commonly used to convey or promise something that is most possible to be realized by the speaker. There are many things that influence speakers in actualizing strategies of those three strategies, one of them is the ability of listeners to understand the language and terms used.

In this case, using a strategy in the form of persuasion is a strategy that is rarely used by President Jokowi. This can be used as a parameter that the perspective of today's society towards promises that are uncertain to be realized has changed to become more realistic, therefore speakers do not use the persuasive strategy so much.

It can be said, that the strategy used will also be different if the concern of the topic to be conveyed is different and also seeing who is the target audience.

Persuasion

Persuasion is a type of promising speech act that has the goal of changing one's view of a topic by using words that evoke emotion and strong arguments (Petty & Cacioppo, 1986).

Example 1:

> *"Dengan inovasi-inovasi dan kita semuanya harus mau dan akan kita paksa untuk mau".*

The example above, shows that the utterance is included in a promising speech act because it fulfills condition number two, which is that the speaker must know that his actions are in the best interest of the listener. The researchers found the use of the word *"inovasi"*, where the term usually has the connotation of progress and goodness. The utterance *"kita semuanya harus mau dan akan kita paksa untuk mau"* contains bring strong arguments and changing view of a topic to provoke listeners' emotions.

Advocacy

Advocacy is a type of promising speech act that has the aim of supporting and promoting something to the public by influencing the policies to be made (Lewis S, 2015).

Example 1:

> *"Pembangunan infrastruktur akan terus kita lanjutkan, akan terus kita lanjutkan".*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number three, that the speaker is doing it believes he can take action. However, the use of the word *"lanjutkan"* in that utterance is not given a specific purpose of action will be handled by President Jokowi.

Example 2:

> *"Kedepan kita akan lanjutkan dengan lebih cepat dan menyambungkan infrastruktur-infrastruktur besar itu".*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number three, that the speaker is doing it believes he can take action. However, the use of the word *"kedepan"* contains an uncertain meaning because it does not have specifications deadline for how long it will take to build the existing infrastructure at that time.

Example 3:

> *"Kita akan menggeser yaitu kepada pembangunan sumbe rdaya manusia".*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number three, that the speaker is doing it believes he can

take action. Since President Jokowi is still stating in general terms and needs to be more specific in which direction does he want to shift human resource development.

Example 4:

> *"Kemudian juga kualitas pendidikannya juga akan terus kita tingkatkan".*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number three. That the speaker is doing it believes he can take action, because President Jokowi did not mention what specific things he would do to improve the quality of education at that time.

Example 5:

> *"Kita juga akan membangun lembaga manajemen talenta Indonesia".*

The example above, show that the utterance is included in the promising speech act because it fulfills requirements numbers one, that the speaker must have the purpose of doing what he promised. In this case, President Jokowi promised that he would build an Indonesian talent development institute, although it has not been specifically planned. It also represented that he has the aim of supporting and promoting something to the public by influencing the policies to be made.

Example 6:

> *"Pemerintah akan mengidentifikasi, akan memfasilitasi, serta memberikan dukungan pendidikan dan pengembangan diri bagi talenta-talenta Indonesia".*

The examples above, show that the utterance is included in the promising speech act because it fulfills requirements numbers one and four, that the speaker must have the purpose of doing what he promised and must predict future operations. In that utterance President Jokowi gave an overview of what kind of program he and the government would carry out in the future.

Example 7:

> *"Kita akan menyiapkan lembaga-lembaga khusus yang mengurus manajemen talenta ini. Kita akan mengelola talenta-talenta yang hebat yang bisa membawa negara ini bersaing secara global".*

The example above, show that the utterance is included in the promising speech act because it fulfills requirements numbers one and four, that the speaker must have the purpose of doing what he promised and must predict future operations. In this utterance he believes that in the future the younger generation of Indonesia will be appear with their new talents. So that, he promised to program it.

Persuasive Storytelling

A type of persuasive storytelling is a type of promised speech act that uses story components with the aim of changing and influencing one's view of a belief (Heath C, 2007).

Example 1:

> *"Oleh sebab itu, yang menghambat investasi semuanya harus dipangkas, baik itu perizinan, yang lambat yang berbelit-belit, apalagi yang ada punglinya. Hati-hati, hati-hati ke depan saya pastikan akan saya kejar. Akan saya kejar, akan saya kontrol, akan saya cek, dan akan saya hajar kalau diperlukan".*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number five, that the speaker must predict his actions. It also represented as a type of persuasive storytelling in promising speech act, bercause the utterance that President Jokowi said was contains stories about the conditions that occurred in Indonesia at that time and it has the aim to change and influence the listener's view of a belief.

Example 2:

> *"Kalau mindset birokrasi tidak berubah, saya pastikan akan saya pangkas."*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number five, that the speaker must predict his actions. The researchers found the use of the utterance *"kalau mindset birokrasi tidak berubah . . ."*, which is it usually has the connotation of a previous condition that it wants to change.

Example 3:

> *"Karena kecepatan melayani, kecepatan memberikan izin menjadi kunci bagi reformasi birokrasi kita. Akan saya cek sendiri, akan saya kontrol sendiri, begitu saya lihat tidak efisien atau tidak efektif, saya pastikan saya pastikan akan saya pangkas dan saya copot pejabatnya."*

The example above, show that the utterance is included in a promising speech act because it fulfills condition number five, that the speaker must predict his actions. In those s, the researchers found that there are utterances with context about what action he will take himself if one day in the future there are many government discrepancies in carrying out their duties. And also, the utterance refer to promising speech acts.

Conclusion and Suggestion

From the discussion above, it can be concluded that the use of promising speech acts has been found in President Jokowi's speech at the Vision Indonesia event. This use aims to give hope and foster community enthusiasm by expressing promises about human resource development, which will be prioritized as the key to the state of Indonesia in the future. Speech Act is the act of the speaker with speech or a person's statement to another person that he will do something or not in the future. The results of this study indicate that the data analysis has fulfilled all the contents of the theory of the five conditions of a promising speech act from Searle (1985), namely that the speaker must have the purpose of doing what he promised, must know that his actions

are in the best interest of the listener, is doing it believes that he can take action, must predict future operations and must predict his actions. The data analysis also found promising speech acts following the distribution of several types of promising speech acts. The types of promising speech acts are divided into five categories: persuasion, apology, assertiveness, advocacy, and persuasive storytelling. This data analysis uses three types of promising speech acts: persuasion, and persuasive storytelling, advocacy. Meanwhile, he did not find apology and assertiveness in the data analysis.

This study's results differ from the previous study's findings. For example, in Rizki's research (2022), he analyzes from an explicit and implicit point of view so that his findings will lead to many implicit uses of promising speech acts. He also found that the use of promising speech acts found is always related to future agreements that will be beneficial and that he can find the use of promising speech acts in everyday conversations between characters in literary works. In Maya's research (2020), she also analyzes explicitly and implicitly, and what is widely used is implicit too. Apart from that, he classifies according to the commissive speech act function with the most use, namely refused, and he finds two types of speech act to be used: illocutionary and perlocutionary.

This research is still far from perfect, but the researchers are trying to find its shortcomings so that it can be used as learning for further research. The drawbacks that the researchers have noticed are such as the theory used, which is still very general. So it is suggested to strengthen the reasons for the analysis by using a more specific theory. In addition, there are also deficiencies in the object of analysis which are still very rarely used in research. So it is advisable to expand the object by using data types that are rarely or have never been analyzed. Another drawback is that this research only uses promising ones even though there are still many other types of commissive speech acts, so they are less comprehensive. Therefore, it is recommended to use more types in the research to be carried out. The main suggestion for further research is to use speech acts more often, both for research and other analysis.

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