Speech Acts Analysis on Susilo Bambang Yudhoyono Speech 2013

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***Abstract**–Political speech has been a parameter for society to measure the ability of politician, because the utterances produced describe the quality of the person. In another hand, as citizen who is to be the part of a country actors, we have to be smarter to understand what is all the intended meaning from the utterances produced. This research is aimed to figure out the speech acts classification and the intended meaning from the utterances of SBY Speech 2013. By using documentation as instruments, thisresearch which was conducted found that there are 67% assertive, 4% directives, 4% commissives, 14% expressive and 5% declaratives of speech acts classifications found. The findings are concluded that SBY is more showing the achievement of Indonesia to the listeners is more on emphasizing the factsof the status quo.*
***Key Words:** Speech Acts, Political Speech, Citizen*

I. Introduction

In pragmatics, an utterance will consist more meaning to be expected by a speaker and to be defined by a listener. Bunch of theories define this point well. Jean (1992) said that when a person utters a sequence of words, the speaker is often trying to achieve some effects with those words, an effect which might in some cases have been accomplished by an alternative action. In linguistics, it matters as speech acts. It means that that speech acts is an utterance defined in terms of speaker's intention and the effect it has on listener. Essentially, it is the actions which the speaker hopes to provoke in their audience. In other words, speech act theory attempts to explain how speakers use language to accomplish intended actions and how hearers infer intended meaning form what is said.

In political world, a politician attracts, influences and provokes people to grab people attention especially in a political speech campaign. A politician uses political language to utter more expressions to convey his feeling, hopes and million intentions. President is the example; he should not only be able to declare himself by position but also by the words (speech) to grab people attention and to influence his society. Some more, he deeply organizes people's mind and opinion to earn more attention and good image. Dylgjeri (2017, P:2) clarifies that political speech can be seen as a means of establishing and maintaining social relationships, expressing feelings, and selling ideas, policies, and political projects in any society. It means for politician, giving a speech in a campaign is paramount chance to jack up more votes, because relationship, ideas selling are well established.

Hashim (2015, p:706) selected political speeches as pieces of discourse with specific goals. The identification of speech acts types in speeches as pieces of discourse with specific goals. The identification of speech acts types in speeches go a long way in ascribing meaning to such speeches. In other words, the speech acts bring to the fore meaning in speeches. As observed, in the process or acts of saying something; other speech acts are performed. The speech acts in a work portray the personality of the speaker. Some more, Simpson and Andrea (2010)clarify that he organization of public life around style-oriented service and consumer activities has also shaped conceptions of political representations. It may therefore not come as a surprise that politicians themselves have adopted a more personalized rhetoric of choice and life style values to communicate their political messages to citizens.

Looking from the theory of speech acts, it is useful to figure out the classification and understand what is the intended meaning of the words uttered. Some more, it will be helpful for society to what is value on their president. Therefore, this paper wouldlike to figure out the speech acts classifications and the intended meaning from a political speech delivered by previous Indonesia President SusiloBambangYudhoyono. It will attempt to elaborate by using the speech act theory, the use of language in political, to show how language use in political world has meaning and action.

Research Questions
✓ What are the speech acts classifications (illocutionary) figured out from the speech ofprevious President SusiloBambangYudhoyonopolitical speech?

✓ What is the intended meaning figure out the speech ofprevious President SusiloBambangYudhoyono political speech?

II.   Literature Review

Political Speech

In political speeches, ideas and ideologies need to be conveyed through language so that they are agreed upon by the receivers as well as by others who may read or hear parts of the speech afterwards in the media. Words and expressions are used or omitted to affect meaning in different ways. Moreover, political speeches are composed by a team of professional speech writers who are educated in the use of persuasive language. A political speech is not necessarily a success because of a correctness of truth; rather it may be a matter of presenting arguments (Bread, 2000, p. 18).

Several speeches are made to address the people before election; these speeches could also be referred to Pre-selection special addresses especially at rally and campaign. A political speech serves as a text, as an output and as a process which may be spoken or written. Pragmatics is seen as the study of language use in particular communicative contexts or situations of Speech Acts in Political Speeches 701 necessity, this would take cognizance of the message being communicated or the speech act being performed; the participants involved; their intention, knowledge of the world and the impact of these on their interactions; what they have taken for granted as part of the context; the deductions they make on the basis of the context; what is implied by what is said or left unsaid; etc. (Leech, 1983, p. 20; Watson & Hill, 1993, p. 146; Thomas, 1995, p. 7).

Speech Acts Theory

Speech Acts is a pragmatic concept that explains how language functions in the context of users and situations. The meaning of an utterance is simply what the speaker intends to do with the utterance. According to Austin (1962) and Searle (1969), an utterance or a written expression is to be viewed as performing some act either as stating a fact or opinion, confirming or denying, predicting, warning, denouncing, christening, promising, thanking or consoling. Austin gives three types of acts - the locutionary act, that is, the act of uttering a sentence with a certain meaning using the grammar, phonology and semantics of the language. Illocutionary act is the intention of an utterance to constitute either an act of promise, command, criticism, greeting, pronouncement, et cetera. If the utterance achieves certain response or effect, like embarrassment, fear, confusion, enjoyment, or amusement, it is called the Perlocutionary act. The illocutionary act is the most interesting act of the three because this is where speakers or writers actually do things with words. Statements that perform actions are called performative utterances, while those that report or describe the state of affairs are constative utterances.

Austin further posits that performatives must meet certain felicity conditions (that is, textual and contextual conditions) – (i) there must be a conventional procedure having a conventional effect (ii) the circumstances and persons must be appropriate as specified in the procedure. The procedure must be (i) correct and (ii) complete and the persons must (i) have the prerequisite thoughts, feelings and intentions as specified in the procedure; (ii) if the consequent conduct is specified, then the relevant parties must do so. If the illocutionary force of the utterance takes effect, it is happy or felicitous: if not, it is unhappy.

Yule (1996) also views that there are five types of general functions performed by speech acts, such as representatives, expressive, directives, commissives, and declaratives.

a) Representatives: are those kinds of speech acts that state what the speaker believes to be the case or not. Statement of fact, assertions, conclusions and descriptions. In using a representative, the speaker makes words fit the world (of belief). Example: The earth is flat, Chomsky didn't write about peanuts. It was a warm sunny day.

b) Expressive: are those kinds of speech acts that state what the speaker feels. They express psychological state and can be statements of pleasure, pain, likes, dislikes, joy or sorrow. In using an expressive, the speaker makes words fit the world (of feeling). Example: I'm really sorry!Congratulations! Oh, yes, great, mmmm, ssahh!

c) Directives: are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are commands, orders, requests, and suggestions. In using directives, the speaker attempts to make the world fit the words (via the hearer). Example: Gimmea cup of coffee. Example: Make it black, Could you lend me a pen, please? And Don't touch that.

d) Commissives: are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are promises, threats, refusals and pledges. In using a commissive, the speaker undertakes to make the world fit the words (via the speaker). Example: I'll be back, I'm going to get it right next time and We will not do that.

e) Declarations: are those kinds of speech acts that change the world via their utterance. The speaker has to have a special institutional role, in specific context, in order to perform a declaration appropriately. In using a declaration, the speaker changes the world via words. Example:

Priest :I now pronounce you husband and wife.

Referee : You're out!

Searle (1969) goes further by saying that language performs communicative acts and that speakers perform four types of acts namely: utterance acts (uttering words); propositional acts (referring and predicting); illocutionary acts (questioning, stating, ordering, promising, et cetera) and perlocutionary acts (wishing, persuading, cajoling, et cetera). In actual utterances five acts are performed by speakers or writers. They are: (i) Representative Act – describing events, process, states; it also asserts, claims, reports, suggest etc. (ii) Declarative Act – pronouncing, sentencing, christening (iii) Directive Acts – commanding, requesting, pleading, inviting, directing etc. (iv) Expressive Acts – greeting, scolding, condoling, appreciating, congratulating (v) Commissive Acts – betting, challenging, promising, threatening, offering, vowing, warning, daring etc.

Cook (1989) also observes that the above acts must be performed by someone who has the necessary authority to do so. For instance, a declarative act of pronouncing a man and a woman husband and wife must be spoken and not written by a clergyman, while sentencing a man to imprisonment should be at the end of court proceedings by a judge. The following adverts for instance can be considered as performing (i) representative, (ii) directive, and (iii) expressive acts respectively. Yule's and Searle's work on Speech Act provides some framework for the analysis of data in this study because of the prominence it gives to language functions and contexts of language use.

III. Methodology

Design

This study tried to investigate the effect of Speech Acts on a political speech; therefore it was conducted using qualitative design. Creswell (2008) defined that qualitative study as "an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants and conducted in natural setting." During the term of the method, descriptive method was used in conducting the research. it was used to find a variety of possibilities in solving the actual problem though collecting, collating, or classifying the data, analyzing and interpreting it (Surakmad:1994).

Data Source

According to Arikunto (1998), data source is the subject from the data was taken. Then Sutopo(2006) said that data source is the place where data was taken by using specific method, like people, artifacts or documents. The data of the analysis becomes the participant is from a speech of previous Indonesia President, SusiloBambangYudhoyono, in International Workshop, Jakarta 22 June 2013 on "Tropical Forest Alliance 2020: Promoting Sustainability and Productivity in the Palm Oil and Pulp and Paper Sectors. The speech text consists of 25 pages. The researcher analyzed all the full text from opening until closing.

Procedure

The steps of collecting the data are:
1. Searching the relevant speech text to be the data analysis. The researcher elected the best political speech which has more relevancies to the theory and easy to be understood by the theories he deployed. After finding political speech text, then the researcher searched the theory of speech acts.
2. Reading the text to check whether it consists of speech acts classification. The researcher read all the full text competently, to see the classifications of the speech acts.
3. Signposting and grouping the sentences/ the expression into the classification. The researcher decided what and which sentences are classified into directives, assertives, commissive and expressive.
4. Figuring out the meaning from each classification. After finding the classification, the researcher decides the meaning of every expression from the classification classified.
5. Typing the classification and the meaning into result and discussion, by presenting the percentage and the frequency.

Instrument

The researcher employed documentation as instrument. Sugiyo (2011) states that the documentation is past report in form of report, text, diary, biography, pictures and others' work created by person. The researcher used the speech text of previous president SusiloBambangYudhoyono, by the tittle Tropical Forest Alliance 2020: Promoting Sustainability and Productivity in the Palm Oil and Pulp and Paper Sectors.

IV.   Result And Discussion

Assertive

Searle (1969) claimed that assertive commits to the truth of the expressed proposition, e.g., stating, claiming, reporting, announcing and others. After analyzing the speech text, there are 86 sentences with 67% could be figured out by the researcher.

Table (1) The Assertives

The verbs /words to figure out	Frequency	Percentage
Honorable, achieving, contributed, growing, essential, welcome, participation, etc.	85 sentences	67%

Here is one of the utterances stated:

Indonesia is also the world largest palm oil producer with about 26 million tones production last year. And we are also one of the world largest palm oil consumers. Together with Malaysia, we make up roughly 85 percent of the worlds' palm oil production.

The utterance has intended meaning that the speaker shows the truth toward what he has been done and has resulted from his plan or the achievement of the speaker. By stating how Indonesia to be the largest palm oil consumer with Malaysia enhancement.

Directives

According to Searle (1969) directives are statements that compel or make another person's action fit with the promotional element. It is usually used to give order thereby causing the hearer to take a particular action, request, command or advice.

Table (2) The Directives

The verbs /words to figure out	Frequency	Percentage
Instructed, committed, encourage, need to, etc	13 sentences	10%

Here is the utterance stated by the speaker:

I have instructed the local government in the fire prone fire area to increase vigilance Personally, I committed to initiate a process that register and recognizers the collective ownership of Adat territories in Indonesia.

Through the utterance above, the speaker means that he has been involving people to keep alert on fire. He also had an agreement with the Adat territoriesto regulate Indonesia forest. In short, the speaker intends to show to the listener about what action he has done to safe Indonesia forest.

Commisives

Commissives is committing speakers to some future actions, e.g., promising, offering, swearing, etc., to do something, Searle (1969). Looking from the definition, there are 5 sentences that could be classified into the commissive. Some more, Yule (1969) the future action for commisives are promises, threats, refusals and pledges.

Table (3) The Commissives

The verbs /words to figure out	Frequency	Percentage
Shrink, disappear, led to	5 Sentences	4%

I am fully aware that similarly to oil and other mining products, forests could shrink, or even disappear through deforestation. I also learn from our own experiences and other countries, that productivity alone in boosting growth is not enough. Excessive use of the natural resources with growth as the ultimate objective, has often led to environmental destruction.

By the utterance above, the speaker means to convey a worry to the overwhelming on using natural resources, because it will bring more harm to the people such as environmental destruction. Slightly, he also alerts to the listeners to keep the environment well.

Expressive

According to Yule (1969) expressive express psychological state and can be statements of pleasure, pain, likes, dislikes, joy or sorrow.In line with Yule, Searle (1969) expressive has been counted as the expression of some psychological state, e.g thinking, apologizing, congratulating, etc. The researcher believed that some of the sentences are expressive. There are 17 expressive found from the text.

Table (4) The Expresive

The verbs /words to figure out	Frequency	Percentage
Honourable, commend, peace be uopn, assalamualiaukum, wassalamualaikum, pleased, privileged, etc	17 sentences	14%

After reading the speech text, the researcher could find someutterances considered as expressive, as follow: I am pleased to inform that the UN High-Level Panel of eminent Persons of Post-2015 Development Agenda has completed the report. I was privileged to serve as one of the Co-Chairs of the panel.
The speaker declares his joy and like. Firstly, his joy because the UN High-Level Panel of eminent Persons of Post-2015 Development Agenda. Secondly, he is really proud that he is being able to present his self as important person in the panel.

Declaratives

Searle (1969) stated that declaratives statements are used to say something and make it so, such as pronouncing guilty, resigning, dismissing, accepting, declaring a war, etc. It means that the declaratives saying something to pronounce something. Yule (1969) also claims that this classification The speaker has to have a special institutional role, in specific context, in order to perform a declaration appropriately. There are 6 directives sentences:
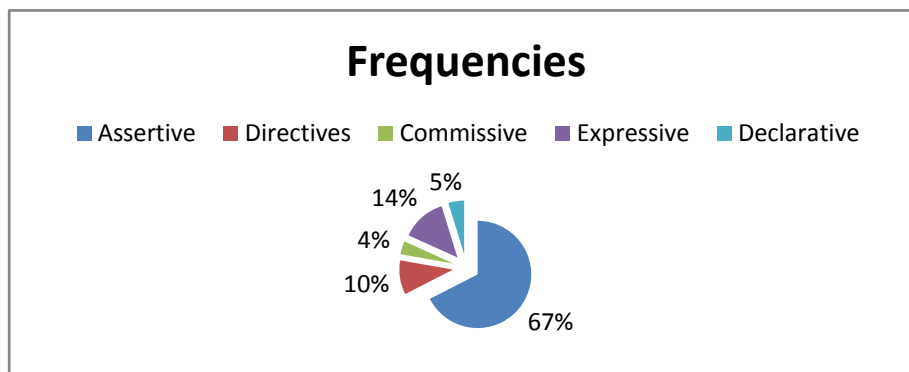
Table (5) The Declaratives

The verbs to verbs to figure out	Frequency	Percentage
Decided, declare, by saying, etc	6 Sentences	5%

The sample of the utterances as follow:
Finally, by saying bismillahirrohmanirrohim, I declare this International Workshop as officially opened, etc

The intended meaning is as the host of the international Workshop, he announces to open the event at the end of his speech.

The Speech Acts Classifications Finding Chart

It is portrayed from the chart that assertive classification has the biggest percentage among others. It showed 67% from the utterances used by the speaker from all utterances. Meanwhile, directives and expressive is almost used. The percentage of the directives is 10% and expressive 14%. The less utterances used is on commisisve with 4% and declarative 5%.

V.   Conclusion

This research has examined the speech of Susilo Bambang Yudhoyono on International Workshop. The theory of speech acts that was deployed to analyze the text resulted some findings. Firstly, the politician prefer using assertives (67%) on his speech, where more statements and facts elaborations are given. Secondly, the speaker almost used directives on his speech. It is found (10%) from the utterances. Thirdly, the politician used more commissive (4%) utterances where where the promising statements and swearing are stated.meanwhile, another classification is only in small frequeencies, delcratives (5%), and the last is expressives (14%). It can be concluded that the politician is willing to attract the attention of the listeners by showing the facts of the current status quo.

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