

The Study of Five Rhetoric Principles in Indonesian President's Speeches

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Abstract—The rhetoric performed by a state leader is an important part of an effort to build trust and unite public opinion towards the stability of state activities. A president must have qualified skills in building public communication, one of which is through speeches. Through speeches, a state leader can instill ideology, seize and maintain power. The speech reviewed in this research was carried out by interpreting the oral utterances which were studied through the rhetoric law and describing them so that this study was a qualitative study using descriptive methods. The study of rhetoric in the Indonesian president's speech was seen from the five principles of rhetoric which consist of invention, arrangement, style, delivery, and memory. Implicitly, the results of this study indicate that the Indonesian president's speech fulfilled the five canons of rhetoric. Meanwhile, it explicitly reveals the power of persuasion, the power of criticism, the power of egocentrism, the commanding power, and the provocative power.

Keywords: *Indonesia, presidential speeches, rhetoric*

I. INTRODUCTION

The urgency of a government lies in understanding the government's performance through communication development that can unite public opinion and behavior from both cognitive, affective and conative aspects. Luhukay (2007) states that people's understanding of a government can be formed by providing the right information with the right messages as well. This shows that the management and structuring of a country which involves the whole structure of government require public trust in every plan, implementation, supervision, renewal, and evaluation of each work program.

Building public trust and uniting public opinion is never be an easy process. A leader who holds government control not only appointed as a result of the democratic process alone but must be a figure that is responsible, modest, and able to carry out the mandate properly. "Someone who has been appointed as the leader of a country has duties and obligations, including maintain religion, resilience, and security, enforce the law, and regulate state finances" (Suryadinata, 2015). Thus, to be able to carry out these tasks a leader must be able to build good and effective communication to be able to attract trust and unite public opinion.

Leadership that is built through good communication with the community will automatically gain public trust in every policy and completed works. One function of mass communication for the public or audience is the information

function (Erdiyanto & Erdiyana, 2014). Information conveyed to the public through rhetorical communication will give birth to a form of community trust in leaders. Rhetoric as a branch of communication is very helpful in the formation of rhetorical communication in informing all activities of state administration to the public. One method of conveying information in rhetoric is speech.

According to Sutrisno and Wiendijarti (2015), aside from oral skill, rhetoric is also recognized by many experts as a tradition that creates the discipline of communication science. However, in reality, rhetoric only gets a small portion in the study of communication. Considering how important rhetorical communication development as explained above, then an academic who later creates politicians should have mastered the theoretical and practical aspects of rhetoric to be able to communicate well like giving a speech. In other words, the ability of rhetoric as in the case of the speeches of state leaders is an important part in performing functions and duties as head of state.

Furthermore, Sutrisno and Wiendijarti (2015) explained that in communication science, rhetoric is a language usage technique as an art that is based on regular and good knowledge and methods including speeches as rhetorical studies. The process of delivering information effectively and efficiently in communication is more emphasized in oral communication. Thus, a good communicator is required to apprehend the principles of rhetorical speech so that the purpose of communication in the form of delivering information can be achieved optimally. Rahmat (2005) states that several of the principles of rhetorical speech are: 1) active mastery of vocabulary, 2) mastery of grammatical rules, 3) mastery and ability to create language styles, and 4) good reasoning skills.

The function of speech as a form of verbal communication that is used by state leaders is not only a means of delivering information but also as an effort to build trust and unite diverse public opinion. Therefore, the analysis of the Indonesian president's speech needs to be examined from the aspect of rhetorical principles. Research on presidential speeches has been done a lot before, but the viewpoint used is different. The president's speech in this study was examined using the angle of rhetoric. Nur (2018) from the Indonesian University of Education has conducted research for his thesis entitled "Representation of Megawati's Speech regarding Closed Ideology in Indonesia Online Media: Systemic-Functional Linguistic Studies". Meanwhile, the rhetorical principle used in

this paper which consists of *invention, arrangement, style, delivery, and memory*. This study is expected to be able to reveal the rhetorical style of the Indonesian president in their speeches and in performing their duty as a center for controlling state activities.

II. METHODS

The study of the rhetoric principle in the Indonesian president's speech uses qualitative research methods. Qualitative research emphasizes the aspect of revealing meaning in depth from the data that has been obtained. This view is in the spirit with Sugiyono's (2011) view that qualitative research does not emphasize generalization, but rather emphasizes specific meaning. Through this qualitative method, the disclosure of aspects of the meaning behind the Indonesian president's speech can be better achieved.

Data analysis process in the form of words and language in the president's speech through the study of the principles of rhetoric making this research into a descriptive category. This study seeks to describe the meaning of speech through the ability of interpretation in order to get results that will be realized in the form of conclusions. In this research, the main data was the speech of one of the Indonesian presidents is Megawati Soekarno Putri in the event organized by LIPI downloaded via the Youtube site. The object of this research was verbal language in the form of words that are listened to through recorded speech as primary data. Meanwhile, secondary data from this study were obtained through a literature review sourced from scientific publications and library materials to obtain references in the form of publications.

The data collection process was conducted by downloading the recorded president's speech through the Youtube site. Furthermore, the data was transliterated into written form to be categorized based on the data needed. The validation of data was completed by triangulation techniques. In the next stage, data analysis for the study of speech-language was performed through interpretation to reveal the meaning contained in the speech text. The final stage of this research was producing conclusions based on studies and data analysis as a result of this study.

III. FINDINGS AND DISCUSSION

As language functions as social control, rhetoric as a science of communication can be used as a means to control the behavior of others. For a politician, rhetoric is not only a means to convince and control public behavior, but it is already an action in implementing their performance which results in a policy significance. Although the rhetorical study has been expanded to areas such as religion, corporation, and so on, however, rhetorical research still focuses on political rhetoric especially the president (Anderson & Stewart, 2005). The President holds the main role in building the nation's identity it should have become a role model for its people including public speaking skills. Thus, language plays an important role in politics.

Asror (2015) argues that a language is still a powerful tool for instilling ideology, especially in seizing or gaining and maintaining power. The success of a leader in shaping public

opinion and thoughts will be formed from the use of a language device. The language device can be used as an effort to gain sympathy, attract attention, and form perceptions of problems, controlling the thoughts, behaviour, and values of the public (Sulastianingsih, 2009). One of the uses of this language tool can be done through political speeches and state speeches.

The utilization of linguistic features to gain power through various means including mass media can be achieved through speech. The main objective desired through the speech delivered to the audience is the element of persuasion. As Thomas (2007) argues, raising power and upholding political beliefs can be completed by (1) seeking power through violence, and (2) persuading people to obey voluntarily. Based on the characteristics and typical of Indonesian society, the first method seems inappropriate. Therefore, the technique of persuading people to obey voluntarily is the right way to attract public sympathy through words.

1. *The aspect of the invention as an attempt to persuade the public.*

The President as the main communicator of the government system must be able to communicate the main tasks of the head of state such as maintaining security, order, justice, economic stability, social welfare, public works and the development and maintenance of human and natural resources. Therefore, a president must be able to communicate well, clearly, accurately, precisely, reliably, professionally, effectively, and efficiently and synergize with all existing government systems including in the front of people.

Improvement on aspects of quality, accountability, integrity, competence, and communicators of the president is a moral responsibility to maintain the authority and integrity of a country. This can be seen in the following data:

Data code : 12/mgw/2017
 Pidato : *"Saya suka bilang sama presiden sudah dulu deh bangsa kita ini dikasih teknologi yang tinggi, saya ingin teknologi tepat guna saja tadi dikatakan sama pak Nasir, yang menikmati kehidupan kesentian indonesia dengan presentasi 20% 80% katanya belum, kasih lah mereka teknologi yang tepat guna itu. Dulu waktu Presiden saya konsep kan hal itu, nggak usah pameran teknologi yang berat-berat nanti aja itu sekarang kasih aja sama rakyat teknologi yang tepat guna."*

Data code : 34/mgw/2017
 Pidato : *"Saya selalu memimpikan memperjuangkan argen indonesia memiliki suatu lembaga penelitian yang kuat dan terkoneksi dengan berbagai universitas dan perguruan tinggi yang ada di tanah air seperti yang saya katakan tadi saya mendukung agar pemerintah legislatif dapat membuat keputusan politik anggaran yang berpihak kepada lembaga-lembaga penelitian dan ilmu pengetahuan."*

Based on the speech quoted above, it can be found the element of the invention as a form of an effort to influence the communicant to be able to develop technology effectively. Speech “*saya selalu memimpikan memperjuangkan agen Indonesia memiliki suatu lembaga penelitian yang kuat...*” delivered implies that there is something desired by the communicator to the communicant to join thoughts and ideas but still maintain self-image as a source of thought to advance the nation. This proves that there is persuasion in speeches delivered directly to the public. As Asmara (2016) asserts that speech is a form of fragments of power through mass media by utilizing linguistic features. Through speeches in the mass media, politicians try to persuade people with their narrative.

2. *The aspect of arrangement is an effort to provide stimulus to control the mind.*

The arrangement of ideas in speech is one of the strategies that can be performed so that ideas are not only easy to understand but also provide stimulus to direct the mind of the communicant to be in line with the desired goals communicator. The arrangement of ideas conveyed systematically can deceive the communicator to have the same thoughts, perceptions and responses to the problems conveyed.

Data code : 16/mgw/2017
 Pidato : **“*Saya selalu memimpikan memperjuangkan agen Indonesia memiliki suatu lembaga penelitian yang kuat dan terkoneksi dengan berbagai universitas dan perguruan tinggi yang ada di tanah air seperti yang saya katakan tadi saya mendukung agar pemerintah legislatif dapat membuat keputusan politik anggaran yang berpihak kepada lembaga-lembaga penelitian dan ilmu pengetahuan.*”**

Data code : 16/mgw/2017
 Pidato : **“*Dengan demikian bapak-bapak ibu-ibu yang saya hormati kalau mengelola sekarang menurut saya harus komprehensif. Persoalannya banyak kalangan intelektual, orang-orang pintar, bisakah menggali segala macam bidang lalu terus mendiskusikan yang betul serius, yang mau membedah diri, sampai ujung sana akhirnya ditemukan karena keberagaman itu bukan urusannya masalah suku bangsa dan sebagainya seluruh pekerjaan kita seluruh harian yang berjalan dengan dinamika yang keras republik ini. Mau diapakan republik ini, seperti tadi siapa yang menyinggung presidensial aneh kalau buat saya, ini sedikit berbicara tentang politik.*”**

Arrangement of ideas and opinions presented gradually through supporting facts conveyed in the speech above basically communicators try to lead public opinion to the direction of his perspective in seeing the existing problems. Beyond the effort to draw public opinion, basically, there are other elements implicitly through this speech viz provocative power which is shown through the charge of power. This is in

line with the opinion of Jufri (2005) that language cannot be seen as a neutral entity but has an ideology that carries a certain power.

3. *The style aspect is an attempt to convey ideas in gaining public sympathy.*

The style of conveying ideas in a speech or speech will be different for each person. A leader should be able to display its own style that can attract the attention of the audience in an effort to form sympathy, unite ideas, and capture the message conveyed through his speech. Style is not only limited to the flair of speech but actually also shows the character, nature, and personality of the communicator in his oration.

Data code : 21/mgw/2017
 Pidato : **“*Mau diapakan republik ini, seperti tadi siapa yang menyinggung presidensial aneh kalau buat saya, ini sedikit berbicara tentang politik. Kenapa kita nggak berfikir logis? ini kan yang saya bilang, banyak sekali dari bangsa ini, itu kata mohon dengan segala hormat dan maaf saya ini apakah akibat penjajahan 350 tahun sehingga mentelli, mentelli kita ini karena tadinya menjadi rakyat terjajah, itu tidak bisa menerima yang namanya musyawarah untuk mufakat.*”**

Expressing ideas clearly and openly is a communicator style as a representation of his own character and personality. It can be seen from the speech “*mau diapakan republik ini...*”. As Asmara (2016) argues that style is a method used by a speaker or writer to express his intentions by using language as a means. Thus, style can also be translated as language style (Ratna, 2009). One form of language use found in this speech is rhetorical questions. The manifestation of thoughts through this rhetorical question is an expression to indicate the discrepancy of opinion with the existing conditions. Thus, an element of criticism in this speech can also be found.

4. *The delivery aspect is an effort to support the delivery of ideas.*

The delivery aspect refers to the non-verbal presentation of a speaker’s ideas such as eye contact, spelling, vocals, clarity of pronunciation, body movements, dialects, physical appearance and so forth. However, this research is focused on verbal language, not nonverbal language.

As Kusrianti (2004) argues that each message in a speech has two levels of meaning, namely the meaning stated explicitly on the surface and the meaning stated implicitly behind the speech. This proves that the delivery of messages through speech does not rely solely on the aspect of speech content but also supported by other aspects such as visual and non-verbal aspects. Through non-verbal action, both consciously and unconsciously in speech, implies the power of egocentrism and the power of command as the message to be conveyed by the communicator.

5. *The memory aspect is an attempt to save inventions, arrangements, and styles in the mind of the speaker.*

The efforts to save and adjust the style in making speeches will not escape public attention. As the leader of the country, it is only natural to be able to control the situation in an effort to convey ideas so that what is conveyed can be attached to the mind of the listener.

Data code : 36/mgw/2017

Pidato : *"Dulu bapak saya bilang hai kalangan intelektual jangan kamu hidup di menara gading, aku nggak ngerti! jadi saya tanya sama bapak saya. Mau hidup di menara gading pak mana bisa, gading kan hanya sebegitu, maksud kata itu dia harus tahu objektivitas, realitas yang ada di bawah untuk membunuh dengan pengetahuan dia."*

Through the speech *"dulu bapak saya bilang..."* and *"saya tanya sama bapak saya"* above, the communicator tries to play the memory aspect with a condition flashback method that compares the current situation with what happened in the past. This is a variation of the delivery of ideas to the public in an effort to provide an understanding of certain concepts. The audience becomes a dominant side so that it will be easily controlled ideologically and even directed to take certain actions (Asmara, 2016).

IV. CONCLUSION

The study of the president's political speech fulfills the five principles of rhetoric according to Borchers. The five laws include invention, arrangement, style, delivery, and memory. First, the aspect of *invention* contains persuasion in a speech delivered directly to the public. Second, in the aspect of *arrangement*, the communicator seeks to bring public opinion to the point of view of his mind in seeing the problems that exist and implicitly there is a provocative power that is shown through the charge of power. Third, the aspect of *style* shows

the use of language style in a speech in the form of rhetorical questions with critical elements. Fourth, the *delivery* aspect shows the use of visual and non-verbal communication which implies the power of egocentrism and directive authority. Fifth, through the aspect of memory, the communicator tries to do the flashback method to create a certain understanding of the concept to the audience.

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