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Cagub-Cawagub's Ideology in the Jakarta Regional Election Debate 2017 (Through the Vocabulary of a Marginalization)

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ABSTRACT
Debate is something important to be researched because through public debate can know the quality of *Cagub-cawagub* (governor and vice governor candidates) that will be the leader of DKI Jakarta. This study aims to uncover an all-in-one vocabulary used by *Cagub-Cawagub* in the Jakarta regional election debate in 2017 and uncover the ideology hidden behind the in-use vocabulary. The study used a qualitative-descriptive approach and content analysis method as well as based on critical discourse analysis theory Roger Fawler, et al. The results show that in the debate of DKI Jakarta election, 2017: (1) The vocabulary of the application was used by Cagub-Cawagub in the Jakarta regional election debate 2017 to reveal the ideology through the vocabulary of immutation, mis understanding, just by the way, lack of study, misleading, rude, cussing etc. Secondly, there is only one ideology in Jakarta's regional election debate 2017 seen from the use of the vocabulary of an unidentifying, negative ideology.

Keywords: vocabulary of the election, debate of elections

1. INTRODUCTION

DKI Jakarta Elections in 2017 became the most exciting, phenomenal and controversial elections throughout history, both preaching and political events (Agustina 2017). Everything and aspect related to DKI Jakarta elections 2017 has always been a public spotlight. The one that became the centre of community attention was debate. Through political debate events, candidates expose who he is, the vision of the mission and the program that he wants to implement (Aritonang, 2018). People will assess the quality of each candidate to be the one who deserves to be the leader of DKI Jakarta.

In the political debate each candidate would never use a neutral language, but to be well-integrity with the ideology that carries a certain power load. There is always an intent hidden behind the language used, both to maintain opinions and to attack the weaknesses of opponents. It can be seen from the vocabulary used and can be expressed through the analysis of critical Discourse (Eriyanto, 2013; Ismail, Jufri, & Aziz).

Research on the analysis of critical discourse to reveal the actual ideology has been widely done by previous researchers, among them by Rahimi&Riasati (2011); Ahmadi (2013); Mohammadi (2017); Bukhari (2013); Faris (2016); Ramanathan (2016); Budiwati (2011); Chandradewi (2014); Yuliani (2015); Samosir

(2016); Humairah and Agustina (2018; 2019). Although there have been many researchers who have been review the ideology through the analysis of critical discourse, the research specifically examines the use of the vocabulary in the regional election debate Jakarta in 2017 to reveal the ideology.

Although oral research studies have already been conducted by Mohammadi (2017) about exploring and discovering the interconnectedness of the structure of discourse and ideological structures the acceptance speech of Donald Trump in the United States Election President in 2016 judging from the use of language in the presidential campaign Donald Trum, while the study not only examines one person's ideology but also examines the ideology of each paslon. Therefore, this research is important in the world of language learning as a renewal of research in critical discourse analysis studies. This research aims to answer the research question: (1) How is the use of the vocabulary of Cagub-Cawagub in the election debate of DKI Jakarta in 2017? (2) What is the hidden ideology in the regional election debate of DKI Jakarta through the vocabulary of a marginalization?

2. METHOD

The research uses a qualitative-descriptive approach and content analysis method, as well as the

theory of analysis of the critical discourse of Roger Fawler, et al, through the empowerment of vocabulary with the four strengths of (1) vocabulary as a classification maker, (2) vocabulary as a barrier to view, (3) vocabulary as a fight discourse, and (4) vocabulary of a marginalization. In this article, however, it only examines one aspect of vocabulary, which is vocabulary.

The research Data is the utterance that contains vocabulary, phrases, sentences in the debate of DKI Jakarta regional election 2017 which is sourced in the debate of cagub cawagub DKI Jakarta in 2017 as the eferences that is downloaded via YouTube from the first round of video footage until the fourth round. Therefore, the main instrument in this research is its own researchers

using tools such as computer media to support data, inventory format sheets, and data classification format sheets for data collection. Furthermore, for the use of data analysis methods used by Miles and Huberman (1992) in three phases, namely (1) data reduction, (2) data presentation, and (3) draw conclusions in accordance with the step procedure of each stage.

3. RESULTS AND DISCUSSION
3.1. Results

Based on the results of data analysis, it is found 80 of marginalization used by Cagub-Cawagub in Jakarta's 2017 election debate, as shown in the table 1.

Table 1 The vocabulary empowerment of the Cagub-cawagub couple In Jakarta election debate 2017

Debate No-/ Theme	Vocabulary	Number	Ideology	Total
1/ Pembangunan Sosial Ekonomi untuk Jakarta	Pemarginalan	30	Positif	-
			Negatif	30
2/ Reformasi Birokrasi, Pelayanan Publik, dan Pengelolaan Kawasan Perkotaan	Pemarginalan	26	Positif	-
			Negatif	26
3/ Kependudukan dan Peningkatan Kualitas Hidup Masyarakat Jakarta	Pemarginalan	22	Positif	-
			Negatif	22
4/ Isu Kesenjangan, Penegakan Hukum, dan Bonus Demokrafi	Pemarginalan	2	positif	-
			negatif	2

According to the table, it can be noted that there are a total of 80 more important vocabularies that can reveal ideology. In this research, there is only one ideology revealed through the vocabulary of an undiscovered, i.e. negative idelogi. At debate I found 30 negative ideology while positive ideology was not found. At the II debate found 26 negative ideology while positive ideology was also not found. At the III debate found 22 negative ideology while positive ideology was not found. Furthermore, at the IV debate found 2 negative ideology while the positive ideology was not found. For more details, the use of the vocabulary of the marginalizationof Jakarta regional election debate 2017 can be seen in the following examples.

The use of the vocabulary of an an application of the election in the debate of the DKI Jakarta in 2017.

(1) *Saya melihat ada **ketidakberpihakan**, pada sistem sekarang. Dimana yang kaya makin kaya, yang miskin makin miskin. Yang usaha besar makin besar, yang usaha kecil makin terpuruk.* (D1:44)
'I see there is immutality, on the current system. Where the rich are richer, the poor are getting worse. The big businesses are getting bigger, which small businesses are getting worse'.

(2) *Eh, jawaban Ibu Silvy menarik tapi **ga nyambung** Bu.* (D1, ARB:89)
'Eh, Mrs Silvy's answer is interesting but disconnected Bu'. (D1, ARB: 89)

Quotations (1) contain a vocabulary of ignorance characterized by a vocabulary of immaturity. The vocabulary is categorized as a vocabulary of exclusion because the vocabulary used can isolate the other participants. In the speech it is stated that Government is not on the sides of people. This problem of impartiality makes inequality on the socio-economic state of society. The speaker is directly deprived of the ruling participants. Furthermore, the excerpt (2) contains an an unequal vocabulary characterized by disconnected vocabulary is said to be an identifying vocabulary because it is the exclusion of other participants. In this speech, one of the" Paslon" answers is considered less precise. The" Paslon" therefore says "the answer is interesting but it is not a secret." The statement has either a direct exclusion.

The use of a catalyst of the government in Jakarta regional election II debate 2017 as follows.

(3) *Harga dirinya **dihancurkan**. Padahal dia punya keluarga, punya teman, punya kerabat. Tetapi tidak dipedulikan itu semua karena alasannya*

ingin meningkatkan kinerja birokrasi. Bagi saya itu bukanlah sesuatu yang konstruktif. Justru sebaliknya (D2,AHY:163).

"His hargais is destroyed. But he has a family, friends, and relatives. But he was not cared because of his reason to improve bureaucratic performance. In my opinion it's not something constructive. It's quite contrary'.

(4) *Mungkin Bu Sylvi salah satu yang **kurang mempelajari** berbasis kinerja tadi*. (D2, BCP:188)

'Maybe Bu Sylvi one of the less studied the performance based earlier'.

An excerpt (3) containing an unmarked vocabulary is characterized by a crushed vocabulary. The vocabulary is categorized as a vocabulary of exclusion because the vocabulary used can isolate the other party. In the speech it is stated that the Government that is being led in the ACT destroys the employee's self-esteem for reasons of improving bureaucratic performance. The speaker is directly deprived of the ruling party. In the quotation (4) There is a vocabulary of the word for less study. The vocabulary is categorized as an exclusion of the other party. One of the Paslon stated about the employees who are studying the performance-based. The statement has the other Paslon directly.

Furthermore, the use of the vocabulary of the in-the-Jakarta elections 2017 as follows.

(5) *Penting membangun DKI ini bukan sebagai otopilot. Harus dikerjain dengan data, dengan solusi, **bukan asal omong***. (D3, BCP:270).

'It is important to build this DKI not as auto-pilot. It should work with the data, with solutions, not the origin of the nonsense'.

(6) *Saya mau ambil contoh, maaf Pak Anies, Pak Anies pernah menjadi menteriya, program yang sudah digariskan oleh kabinet* (D3,DSH:326).

'I want to take the example, sorry Sir Anies, Mr. Anies once became Minister Yes, so the minister dismissed because it is not appropriate to execute the program already outlined by the Cabinet'.

An excerpt (5) containing a vocabulary of the The vocabulary is categorized as an uncategorized vocabulary because the vocabulary used can isolate other parties. In the expressed speech that the government that is being led explains that the lead is not only the origin of the nonsense but is demonstrated by data and evidence. The speaker is directly deprived of the other Paslon. In the quotation (6) There is a word of the deforeword. The vocabulary is categorized as an exclusion of the other party. One of the Paslon stated about one of the Paslon that was dismissed into a mentri. The statement has the other Paslon directly. Further, the use of vocabulary in the election of the government IV debate of DKI Jakarta 2017 as follows.

(7) *Saya jujur aja dari tadi tidak menemukan jawabannya. Ini dari tadi **terlalu retorika** ya*. (D4,BCP:375)

'I honestly wrote from earlier did not find the answer. This is too rhetoric yes'.

(8) *Terlalu banyak data yang menunjukkan **kegagalan-kegagalan** pemerintah saat ini*. (D3,AHY:331)

'Too much data indicating the current government failures'.

In the quotation (7) There is a vocabulary of exluses characterized by a vocabulary too rhetoric. Vocabulary can be said to be a vocabulary of an exclusion because the vocabulary used seeks to justify its own parties and to isolate other parties. It is said to have excommunicated other parties because the use of vocabulary is too rhetorical to suggest that other couples in conveying arguments do not correspond to reality. Furthermore, an excerpt (8) contains a vocabulary of an arginization characterized by a failure-failure vocabulary. The vocabulary is said to be the vocabulary of the exclusion for exclusion of other parties. In the speech one of the paslon mentioned that too much data indicates the failure of the government that is leading. The statement has either a direct exclusion.

Ideology of DKI Jakarta Election Debate in 2017

Based on data analysis, there is only one ideology in Jakarta regional elections debate 2017, which is seen from the use of the vocabulary of the one, the negative ideology.

For more details, the vocabulary of an undisclosed expression that reveals negative ideology can be seen in the following example.

(9) *Nah, makannya kalau kita hanya mengatakan membangun, membangun manusia membangun manusia, tidak ada bangun benda matinya itu namanya apa tau gak? Itu namanya teori. Ngajar jadi dosen, di kampus, itu ya teori. **Cuma ngomong** saya mau bangun ini, mau bangun itu, bangun ini tapi ga ada action-nya.* (D1, BCP:108).

'Well, if we just say build, build human beings build human, there is no waking object It's name what Tau Gak? That's his name theory. Being a lecturer, on campus, it's a theory. Just by the way I want to wake up, want to wake up it, wake up this but GA no action'.

(10) *Di sinilah saya ingin peran serta aktif masyarakat untuk ikut kita terjun ke lapangan bukan hanya di atas meja di balaikota dengan rapih kemudian **marah-marah** tapi kita langsung ke lapangan* (D2, SM:167).

'This is where I want the active participation of the community to join us into the field not just on the table at the town hall with a neat then angry-angry but we go straight to the field'.

(11) *Ya, saya kadang-kadang mohon maaf pada pasangan calon 1 dan nomor 3, kadang-kadang ni saudara ini suka membangun opini yang* **menyesatkan** *sebetulnya.* (D3, BCP:284)

'Yes I sometimes apologize to the spouse 1 and number 3, sometimes this brother likes to build a misleading opinion actually'.

(12) *Terlalu banyak data yang menunjukkan* **kegagalan-gagalan** *pemerintahsaat ini.* (D3,AHY:331)

Too much data indicating the failure of the current government'.

In the QUOTE (9) There is a word of It can be categorized as an identifying vocabulary because the vocabulary used establishes a common opinion, justifies the party itself, and disallows the other party. For example, one of the paseleons explains that certain Paslon only speak without performance. Thus the Paslon has to be referred directly. An excerpt (10) contains an unmarked vocabulary with an irate vocabulary. The vocabulary is said to be an an application for the exclusion of other parties. In the speech, speakers of the Government were going on the ongoing grounds with an angry habit and reluctantly plunged into the field. In the quotation (11) There is a vocabulary of an Vocabulary can be said to be a catalyst as the vocabulary used seeks to justify the party itself and to isolate the other party. It is said to have other parties because the use of vocabulary builds misleading opinions can be more accessible to others because other utterance Paslon only block opinions that are true for society. Furthermore, quotations (12) contain a vocabulary of an application marked with a failure-failure vocabulary. The vocabulary is said to be an identifying vocabulary because of the exclusion of other parties. In the speech one of the paslon mentioned that too much data indicates the failure of the government that is leading. The statement has a direct exclusion of one of the Paslon.

3.2 Discussion

The empowerment of the vocabulary in the Cagub-cawagub elections in DKI Jakarta was in the I-IV debate. In debate I found a vocabulary of 30 data. Of these 30 data, all of them reflect negative ideology. The vocabulary of the II in the debate is found 26 records. Out of 26 data also contains negative ideology. Furthermore, in the III debate there are 22 vocabulary data. Of the 22 data, all of them contain negative ideology. Lastly, in the IV debate found 2 data containing the vocabulary of the... Of these 2 data, all reflect the negative ideology.

Based on the above description, it can be noted that all data contains an undiscovered vocabulary that reflects negative ideology. This is because speakers provide ideas aimed at the purpose of exiting or explaining the opponent. Speakers consider that the adversary is primarily in terms of performance and inappropriate to become the leader of DKI Jakarta.

Ideology was built by a dominant group with the aim of producing and legitimizing their dominance (Badara, 2012 p. 34). The practice of the inflight implies a division between our parties on one side and their side, whose continuation is a bad depiction to another party/group (Badara, 2012 p. 58).

It can be seen through the following vocabulary immuteness, no Nyambung, not understand, just talk, lack of study, misleading, rude, cussing etc. The vocabulary can reflect negative ideology when associated with context. Context in this case means that language is used for certain purposes including the practice of power (Mardikantoro, 2014, p. 217).

Based on the description, it can be seen that only one ideology is found, which is a negative ideology judging by the use of vocabulary marginalization in the debate of Cagub-Cawagub regional elections DKI Jakarta 2017.

Research findings are relevant to the results of research conducted by some researchers before. First, "The use of vocabulary or language has never been detached from certain ideology (Fairclough, 2003; Agustina 2018; Humairah, 2019).

4. CONCLUSION

According to the explanation, the following is concluded. First, the vocabulary of the application is used by Cagub-Cawagub in the Jakarta regional election debate 2017 to reveal the ideology. Secondly, there is only one ideology in Jakarta's regional election debate 2017 seen from the use of the vocabulary of an unidentifying, negative ideology. Thirdly, such an application can be seen through the following vocabulary immutation, misconception misunderstand, just talk, lack of study, misleading, rude, cussing etc. Thus, ideology in a discourse can be expressed through critical discourse analysis studies. The use of language will never be detached from certain ideology.

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