

The Linguistic Aspects on the 2019 Presidential Candidate Debate

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ABSTRACT

The presidential candidate debate was held five times by the General Election Commission (KPU) from January 17 to April 13, 2019. This is regulated in Law No. 7 of 2017, known as the Election Law. In the debate, there were discussion and exchange of opinions on a matter that must be defended. This study described the linguistic aspects used by the presidential candidates on the 2019 presidential candidate debate. This study employed a qualitative descriptive method with heuristic analysis. The data was collected by examining the notes taking technique. The results point out that during the 2019 presidential candidates' debate, both presidential candidates use language style, satire, allusion, tautology, and rhetoric. The presidential candidates use a variety of official languages, sociolect, various literary languages, a variety of journalistic languages and a variety of familiar languages. They use dictions, such as foreign word choices, absorption, special, general, popular, and connotations. Moreover, they also use code switching and code mixing.

Keywords: *Language variety, Linguistic aspects, Presidential candidates' debate*

1. INTRODUCTION

Language is a communication tool between members of the community in the form of sound symbols produced by human utterances. Language is also a tool for self-expression as well as a tool for determining our identity. Language becomes a mirror of ourselves, both as a nation and as ourselves as the use of language can really show our identity. Hence, the use of language is always learned from all levels of education. The ability to speak well and correctly is an absolute requirement for conducting scientific activities for language is as a basic means of scientific communication. Without good mastery of grammar and vocabulary, it will be difficult for a person to communicate his/her ideas or messages to others.

Having had a broader communication, people tend to improve their ability to use and to comprehend other languages. Sometimes, people switch or mix the language code in a communication process. With language as a communication tool, people do not only convey information, but also arguments, where clarity of vocabulary and grammatical logic are the main requirements. In spoken language, it is common for a person to experience many mistakes, because spoken language is strongly influenced by the persons dialect.

Usually, an oral language style in society will be greatly influenced by important or famous people in terms of its delivery. Therefore, it will greatly affect someone when communicating verbally. A good or a bad public figure will be as a reflection for their supporters. Then it is expected that someone who becomes a public figure uses a spoken language that does not violate the Indonesian linguistic aspects. The oral language occurs when there are two or more people involved in communication. The oral variety can be in the forms of speeches, lectures, seminars, debates and daily dialogues.

Language and politics are social stances; the one, a medium used by society for the purposes of communication, while the other, ideas and activities used for gaining and exercising power in society. The use of linguistic parameters for interpreting political language is massively reflected in using such language variety, such as on political language of a political discourse viewed from pragmatics context [1], an eclectic linguistic angle of vision [2], and the discourse-analytic perspective [3]. Politics is thus a discursive domain, not just because it situates language in action but also because the action is contextualized for the debate is as one of the political language events that are usually used varied language forms to propose the campaigns.

Debate is a discussion and an exchange of opinions about a matter that gives reasons to defend each other's opinions. Debates are usually carried out formally in certain activities. Debates have important roles in legislation, politics, business, law and education. The debate forum between the presidential and vice-presidential candidate pairs is organized by an institution, that is, the General Election Commission (KPU). KPU determined that the debate is held five times before the general election in the period from January to April 2019. There are four participants of the 2019 presidential election who will take part in the debate this time, that is, candidate pair 01 consisting of Joko Widodo and Ma'ruf Amin and candidate pair 02 consisting of Prabowo Subianto and Sandiaga Uno. In general, the debates are conducted in 90 minutes with 30 minutes for commercial breaks. The schedule for the debate is January 18, 2019, February 17, 2019, March 17, 2019, March 30, 2019, and April 13, 2019.

2019 is a political year in Indonesia since this is the first time General Elections covered both the Presidential and Legislative elections at the same time. This creates a lot of coverage of campaigns in both printed and electronic media. Everything about the presidential candidate pairs will always be in the spotlight during their campaign. Here, linguistic aspects used in the language campaigns play significant role to attract prospective voters' attention. The researchers will objectively assess the linguistic aspects of the presidential candidates which include the use of language styles, language variety, word choice or diction, code switching and code mixing. The candidates who will be examined are the two Presidential candidates, namely Bapak Jokowi and Bapak Prabowo, both also entered the race as a presidential candidate in the previous election of 2014.

Prabowo Subianto (hereafter Prabowo) has in the last decade drawn special attention throughout Indonesia largely because he ran for a presidential seat back in 2014. Prabowo was nominated as the presidential candidate by Partai Gerakan Indonesia Raya (Gerindra), one of the major political parties in Indonesia. His nomination evoked a heated national debate, for it transpired as he was associated with past alleged military crimes in East Timor and has always been labelled as remnant of Soeharto New Order era. Furthermore, immediately after the official announcement of the results of the 2014 presidential race whereby the President-elect went to Joko Widodo (Jokowi), Prabowo did not immediately concede; he instead claimed victory challenging the outcomes and opted for 'a trial', albeit unchanging decisions of the election outcome, in which case Jokowi was officially declared as the President. The 2014 presidential election was most probably construed one of the most controversial presidential elections Indonesian history has ever witnessed [4].

The language development will surely affect the societies. Thus, the people or society keeps upon a strong role to be the multilingual society. As far as the linguistic aspect phenomenon is concerned, this will be very interesting to be examined, because researchers will also compare whether there are similarities in the use of linguistics aspects in the previous presidential debate.

Such similar investigations are carried out, one of them is focused on the linguistic aspects that Jokowi has in terms of Sociolinguistics [5]. The discussion of linguistic aspects has been importantly taking place as the basis of one's character measurement in communicating the message, particularly of the Presidential candidates who are currently phenomenal and popular in the community as they are associated with prospective Indonesian leaders.

In this present study, as the context of Sociolinguistics is implemented, the language has a role to be the object of it where Sociolinguistics is not viewed only as a language as any other linguists of keep focusing on, but also it has a result as a tool of communication in society. On the other term, it is inferred as the bridge of communication, yet it can be recognized by realizing language has many ways and functions to deliver specific information whether from speaker to listener, from writer to reader, or even from speaker to addressee or even more. Here, the discussion about the use of linguistics aspects of the presidential candidates brings Sociolinguistics perspective as a major tool to identify its linguistics aspects features.

2. METHOD

The present study employed descriptive qualitative method. It is a method that is intended to investigate the circumstances, conditions or other things that have been mentioned, the results are presented in the form of reports where researchers act as observers and only capture the phenomena of the researched objects then explain them in the form of research reports [6]. It is simply affirmed that the descriptive study of the effect of any and all aspects of society, including cultural norms, expectation, and contexts, on the way language is used, and society's effect on language. In this study, the descriptive qualitative method was used to describe the linguistic aspects of presidential candidate, that is, Bapak Jokowi from candidate number 1 and Bapak Prabowo from candidate number 2 on the 2019-2024 presidential candidate debate viewed from the Sociolinguistics perspective.

The value of Sociolinguistics is the light which it throws on the nature of language in general, or on the characteristics of some particular language. Sociolinguistics perspective applied in this study deals with the relationship between language and society (political context), that takes very different form depending on who's doing it and what it is interested in finding. It has a connection between a language use and the society or people dealing with the existence of a particular language, that is, political language.

The data was collected by examining the note-taking technique of referring to skillful involvement. Moreover, free listening technique was also employed for researchers only played role as researchers and were not involved in conversations [7]. This research object is the debate video of presidential candidates 2019-2024 in the first, second, third and fourth rounds. Dialogues of Bapak Jokowi and Bapak Prabowo during the debate were listened several times to identify linguistic aspects used by the two candidates. Note-takings were carried out to interpret their utterances that allow the existence of linguistic aspects in the form of language style, language variations, code

switching, code mixing and words choice or diction. The process of collecting the data was done repeatedly by watching debates videos of 2019-2024 presidential candidates on YouTube to get good results.

The data analysis was carried out by using heuristic analysis. The use of heuristic analysis is to interpret speech which starts from a problem, equipped with propositions, background information on the context and the basic assumption that speakers obey pragmatic principles then the interlocutor formulates the speech objectives hypothesis [8]. Heuristic analysis in this study was used to interpret utterances containing linguistic aspects in the form of language style, language variation, code switching, code mixing and words choice or diction. The speech was interpreted based on the provisional guess by the speech partner.

The data was analyzed through stages of such activities, namely: (1) listening to the presidential candidate debate videos from 2019 to 2024 then highlighting the data of linguistic aspects (language style, language variation, code switching, code mixing, words choice or diction); (2) reviewing the linguistic aspects of presidential candidates, Bapak Jokowi and Bapak Prabowo by using context analysis; (3) identifying and classifying the linguistic aspects in the candidates' speeches; (4) analysing the data by doing notes-taking and heuristic analysis; (5) linking the results of study with linguistic aspects used in the previous period presidential debate; (6) re-checking data that had been collected; and (7) drawing the final conclusions of the study.

3. RESULT AND DISCUSSION

This study examines linguistic aspects of the presidential candidate figures, that is, Bapak Jokowi and Bapak Prabowo that will be linked to other figures who become pairs of presidential candidates, that is, Bapak Ma'ruf Amin and Bapak Sandiaga Uno. In the 2019-2024 presidential candidate debate, the data used by researchers is in the form of audio-visual or video data obtained from the YouTube site. The debating process consists of five rounds of debate and examines the discussion between pairs of presidential candidates and their vice-presidential candidates.

The first round of debates is a debate on presidential and vice-presidential candidates, which takes place on January 17, 2019 at Bidakara Jakarta hotel and is broadcasted live on various national television. This first candidate debate holds the theme of "Law, Human Rights, Corruption and Terrorism". The second round of debates takes place on February 17, 2019 at The Sultan Hotel and puts the theme on "Energy and Food, Natural Resources, Environment and Infrastructure". The researchers do not examine the third round of debates because only the vice-presidential candidates (i.e., Ma'ruf Amin and Sandiaga Uno) who present the debate. The fourth debate is on March 30, 2019 with the theme is about "Ideology, Government, Defense and Security and International Relations". The fifth debate is entitled "Economy and Social Welfare, Finance, and Investment, and Trade and Industry" on April 13, 2019. The last debate is held exactly four days before the Election Day.

This study only examines the linguistic aspects of the presidential candidates' utterances of the presidential candidate of number one (Bapak Jokowi) and from number two (Bapak Prabowo). The followings are the results of a description of the presidential candidates' linguistic aspects used in the presidential debates:

3.1. Language Style during the 2019-2024 Presidential Candidates Debate

At the time of the debate, the style of language used in the presidential debate is satire, allusion, tautology, metaphors and rhetoric. The language style that is owned by a person is part of the diction, which is closely related to individual or characteristic expressions, or has high artistic value. Therefore, language style becomes a way of expressing a person's thoughts through language in a typical way that can show the soul and the personality of the language user (the language writers). Then, it is realized that by choosing the right diction, one can distinguish one individual from another because in essence, the element of style has links in literary works.

The two candidates are very prominent to insinuate each other. In the debate, they use a lot of satires. Moreover, in the Q&A session, Prabowo stated that anyone has the rights to express opinions and support anyone: "Maybe there are your subordinates who are excessive", Prabowo said sarcastically. Jokowi insinuated Prabowo. He used an example of a hoax case that was carried out by Ratna Sarumpaet when she admitted to being persecuted which turned out to be a hoax. "Don't be grumpy. For example, your campaigner. She said she was persecuted, then a press conference, what happened? Apparently plastic surgery", said Jokowi. The use of the language style of allusion was also prominent in the conversation between the two candidates.

As in the discussion, Prabowo explained the environment, "I certainly always appreciate that there are actions that truly carry out the functions of government. I acknowledge that your achievements, we support them. Because this environment is our common problem", Prabowo said. Metaphorical progress regarding to Bapak Jokowi's preferences "Ride a bicycle, the chain doesn't break, not break friendship", said Pak Jokowi.

3.2. Diction or Words Selection during the 2019–2024 Presidential Candidates Debate

In this presidential debate, the two presidential candidates use popular types of diction, general words, absorption words and connotations. Diction or words choice is the ability of a person to distinguish precisely the nuances of meaning according to the idea he wants to convey and this ability should be adjusted to the situation and to the sense values possessed by a group of people and listeners or readers. *Majas* or language style is the use of the richness of language where its use is to obtain certain effects that make a literary work more alive. The overall characteristics of the language of a group of literary writers and the distinctive way of conveying thoughts and feelings are both as communication features applied orally and in writing.

Apart from that, the two candidates are heard using another language, namely foreign language of a language insertion when speaking. In the first debate, Pak Jokowi used Javanese “*grasa-grusu*” which is interpreted hastily. This is seen when the presidential candidate throws questions at each other. Another example, Pak Jokowi uses the phrase ‘self-confidence’ to explain the ships’ back and forth from the tip of Sumatra to Papua. Whereas the opposite of the presidential candidate from number two candidate pairs, namely Prabowo, prefers to use English, which replaces the use of foreign terms, but it is not appropriate, for example, several times using expressions like “market place”.

3.3. Code Switching and Code Mixing during the 2019–2024 Presidential Candidates Debate

Code mixing and code switching are often occurred in a communication process, especially in Indonesia. Many Indonesian people do the switching in their daily conversation. Selecting a particular code is usually required by people whenever they chose to speak and they may also decide to switch from one code to another, even sometimes in very short utterances and create a new code [9]. Code Switching is not a display of deficient language knowledge, a grammarless of mixing two languages.

On several occasions when the debate take place, Jokowi and Prabowo were seen to frequently carry out code switching by using foreign or regional languages when expressing opinions by transferring different types of use. However, Jokowi and Prabowo intervene only a few times. There are not a lot of data that researchers can gather about code interventions conducted by Jokowi and Prabowo. One example is Jokowi’s reply about the answer from Prabowo’s statement, “Don’t be so gratuitous. For example, your campaigner”. Another term used by Jokowi is Javanese, “*grasa-grusu*” which means do not go first or do not hurry.

3.4. Language Variations during the 2019–2024 Presidential Candidates Debate

Nowadays, it is common to say about the era of globalization where the language has been uttered in many variations, whether orally or written. For Indonesian as the context, the people of Indonesia often try combining or using other languages, partly or entirely, to speak between each other. The other word used might be coming from other languages beside English.

In the debate, the two presidential candidates use a variety of official languages, sociolect, various literary languages, a variety of journalistic languages, a variety of popular languages and a variety of familiar languages. This can be seen in the example of the third debate regarding the expression used by Jokowi’s bicycle quote, “Ride a Bicycle, the chain doesn’t break, not break the friendship”. This example signifies the language used is a kind of literary languages variety, the parable of the Dilan also enters this presidential debate, “In the field of government, in the future government, Dilan, digital services are needed”, said Jokowi in the fourth Presidential debate at Shangri-La Hotel, Central Jakarta. Of course, the

term Dilan here did not refer to the title of the film that has been popular in Indonesia, but the term refers to a kind of digital service.

Both candidates have very high patriotic souls and moderate views of life. The presidential candidates are very aware that the Indonesian people are diverse and plural society of many aspects such as ethnicities, religions, races, and groups. We can see the Indonesian people together from democratic elections on television like the presidential debate. With this, the Indonesian people can choose couples who are competent and according to their wishes according to what we have seen from the style of language used.

With respect to the data analysis, the language variety used by two candidates reflect changes in meaning as the context of the language used tend to be varied in many other aspects in life, particularly of social issues. This points us that the language style applied by speaker or interlocutor should be contextually and appropriately used in every speech act. Language style is apparently to be as the one’s specific speech character, especially for the ones who are famous or as influencers. Language variations arise due to non-linguistic factors or social factors of speakers. The variety of language can be seen from the aspects of the speaker’s social diversity, variations in function and variations in terms of formality.

4. CONCLUSION

The results of this study show that the linguistic aspects used by the presidential candidates, Bapak Jokowi and Bapak Prabowo are revealed in the forms of language styles (repetitions, allusion, tautology, hyperbole and rhetoric) and words choice or diction (popular diction, general words, absorption words and connotations). Furthermore, the two candidates also often switch and mix codes to replace terms during conversation (the use of Javanese, Indonesian and English). As far as the language variations are concerned, the two presidential candidates use variations of official language, sociolect, various literary languages, a variety of journalistic languages, popular languages, and a variety of familiar languages.

While the formal characteristics of code switching and mixing, such as the boundary of free morphemes and limits of equality, are well documented in many languages, relatively little is known about how code switching and mixing are used as communicative strategies in multilingual communities. This study examines various spoken texts involving code switching and code mixing between the main languages used by the presidential candidates. The analysis shows how code switching and code mixing are used as communicative strategies, as tools for explanation and interpretation, to build solidarity and rapport in multilingual discourse. Apart from the different formal characteristics of the language in question, general communicative strategies have developed as a result of related language. This study also discusses the linguistic, psychological and sociolinguistic implications of the study of code switching and code mixing. Such studies help us to better understand the functions and the forms of language used in dynamic multilingual communities. This study concludes with a

plea to view languages in multilingual communities as independent systems and not just as distorted or distinct forms of language. The results of this study put the emphasis that the use of language styles, language variations and appropriate words choice or dictions in every communication act will clearly create more engaging conversations that will also support the communication process.

In the analysis that discusses about diction and language style in the presidential candidates debates of Jokowi and Prabowo, it is possible that the use of diction and language style affects the masses in determining the preferences of their choice. This is because the speeches are based on the purpose of diction, namely compressing messages to get a deeper understanding and impression, equivalence, and accuracy of a speaker in choosing words determined the quality of the speech performed. Also, the goal of the language style is aimed to achieve certain effects in speaking. The use of diction and language style influences the public to be more confident in choosing one of the candidates as Indonesia's presidential candidate for the 2019-2024 period.

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