

# Order of Directive and Expressive from President Joko Widodo in Mata Najwa TV Program

Silvia Adelinda<sup>1,\*</sup> Ermanto<sup>1</sup> Novia Juita<sup>1</sup>

<sup>1</sup>*Indonesian Language and Literature Program, Universitas Negeri Padang*

*\*Corresponding author: Email: silviaadelinda@gmail.com*

## ABSTRACT

This study aims to determine the form of directive and expressive speech of President Joko Widodo in the Mata Najwa event at Trans 7. Assessment of Joko Widodo's directive and expressive speech acts in an interview at Mata Najwa studio with the theme of Jokowi in the Pandemic Test requires speech act theory. This type of research is descriptive qualitative research using a descriptive analysis approach. This research also uses descriptive method. The research instrument is the researcher himself, and the data inventory format has been provided. The data source for this research is the video of Mata Najwa in Trans 7 entitled Jokowi Tested Pandemic which was downloaded from the Youtube site and transcribed in writing. Collecting data in this study using the observation method, a method that is carried out by observing, which is aligned with the observation method.

**Keywords:** *Directive speech, expressive speech, Joko Widodo, Mata Najwa*

## 1. INTRODUCTION

Language is used by humans in the communication process to convey messages, information, and ideas to others. According to Crystal [1] language functions as the most vital tool by humans. So, language is essential in the successful implementation of democratic governance in any country. Researcher observe that language is a belt of power [2]. It moves people to vote, debate or rebel, and is therefore a central explanation for political stability or polarization [3].

Language is also important for politicians. Most of the activities carried out by politicians are carried out through pathways created according to language [4]. This includes campaigns, manifestos, rallies, elections, inaugurations, governance, etc. One of the languages used by politicians is directive speech acts.

Directive speech is a speech act performed by the speaker with the intention of making the opponent said the actions mentioned in the speech, for example ordering, pleading, demanding, suggesting, and resisting [5]. Expressive speech, namely speech acts carried out with the intention that the speech is interpreted as an evaluation of the things mentioned in the speech, for example praising, saying thanks, criticizing, and evading [5].

Based on the description above, research on analyzing the "Directive and Expressive Speeches of President Joko Widodo in the Mata Najwa event in Trans 7" needs to be carried out. The research was conducted using language

analysis specifically to determine the meaning conveyed by the speakers and to know how to use the language. With this research, it is hoped that it can increase readers' understanding to find out the meaning to be conveyed from the discourse in the Mata Najwa talk show presented by journalists and electronic media, especially Trans 7, behind the strategy used. Directive and expressive speech is a communication between the interviewer and the source to establish an interaction in terms of communication. The research focuses on analyzing "President Joko Widodo's directive and expressive speech in the Mata Najwa di Trans 7 event".

Based on the circumstances underlying President Joko Widodo's directive and expressive speech in the Mata Najwa event at Trans 7, the researchers formulated the problem in this study as follows: (1) What is the type of speech by President Joko Widodo's directive in the Mata Najwa event in Trans 7? (2) What is the type of speech by President Joko Widodo's directive in the Mata Najwa event in Trans 7?

## 2. RESEARCH METHODOLOGY

This type of research is descriptive qualitative research using a descriptive analysis approach. Creswell [6] states that qualitative research is research that intends to understand the phenomena experienced by research subjects, for example, behavior, perceptions, motivation, actions holistically and descriptively in the types of words and language, in the

context of the case. naturally and by using it as a natural method.

The research instrument is the researcher himself, and the data inventory format has been provided. The data inventory format contains the analysis of President Joko Widodo's directive and expressive speech during the Mata Najwa event in Trans 7. Researchers as data collection instruments with listening steps, identify data according to data groups in research questions. In addition, books that can support this research such as books related to semantics, pragmatics, and talk shows [7].

The data of this research are the speeches of the people involved in the interview in the Mata Najwa event which focuses on the utterances spoken by President Joko Widodo at the event on April 21, 2020. The data source of this research is the video of Mata Najwa on Trans 7 which was downloaded from Youtube site and transcribed in writing. This is in line with the opinion of Sudaryanto [8] that one of the main data sources is the words and actions that are observed which are recorded through written notes or through recording video/audio tapes, taking photos or film. The reasons for choosing Mata Najwa's talk show are as follows. *First*, according to the Indonesian television

broadcaster, the Mata Najwa talkshow program is an event that is very popular with Indonesians and is very popular among the political and government elites [9]. *Second*, the Mata Najwa event often invites political elites in Indonesia, especially influential people in Indonesia, one of which is the President of the Republic of Indonesia. *Third*, it is based on the author's ability to collect research data.

Data collection techniques in the study were carried out by means of (1) tapping technique, practically the observation method is done by tapping. In order to obtain data, a researcher must use his ingenuity to intercept informants' conversations; (2) the listening technique engages proficiently, in tapping a researcher must participate in the conversation and listen to the conversation, so that the researcher has a direct dialogue with the informant.

The steps in data collection can be described as follows: *First*, download the Mata Najwa video via youtube. *Second*, the video is transcribed into written type. *Third*, the data that has been transcribed is read clearly. *Fourth*, marking data based on the micro structure, namely the use of pronouns and types of sentences. *Fifth*, record data using the following data recording format.

**Table 1.** Inventory of Study Data Type of directive and expressive speech President Joko Widodo at the Mata Najwa event at Trans 7

No	Data code	Speech	Sources
1.			
2.			
3.			

Then, data were analyzed by the following techniques. The second rare identification is the type of directive speech used in speaking President Joko Widodo in the Mata Najwa event

in Trans 7. In this study, five types of speech were found, such as (1) asking (2) asking, (3) suggesting, (4) demanding, and (5) prohibit. This can be seen in the following table.

**Table 2.** Identification of the type of speech of President Joko Widodo's directive in the Mata Najwa event in Trans 7

NO	Type of Directive Speech	Number of Findings	Percentage
1	Type of Suggested Speech		
2	Type of Directive Asking Speech		
3	Type of Directive Suggesting Speech		
4	Type of Directive Demanding Speech		
5	Types of Directive Prohibit Speech		
		Amount	100%

Furthermore, the identification table shows President Joko Widodo's directive and expressive speech during the Mata Najwa event at Trans 7.

### 3. RESULTS AND DISCUSSION

The data were collected from President Joko Widodo's directive speech at the Mata Najwa event in Trans 7 is in accordance with Searle's Speech Acts Theory. Based on the

results of the data collection, 96 speeches were obtained consisting of, (1) asking, (2) demanding, (3) ordering, (4) prohibiting, (5) suggesting. Based on the findings in the field, all the directive speech acts are presented in the table.

**Table 3.**Type of speech by President Joko Widodo in the Najwa Eye Program in Trans 7

No	Strategy Direct Action Findings	Number Percentage	No	%
1	Speaking Keep going bright with the basics politeness positive		71	72.44 %
2	Talking Keep talking bright with pleasantries Negative		13	13.26 %
3	Speaking Brightly Without Preamble		10	10.20 %
4	Vaguely spoken		4	4.08%
<b>Total</b>			98	100 %

Based on the results of research on the types of directive speech of President Joko Widodo in the Mata Najwa event in Trans 7, the findings were (1) the types of directive speech of President Joko Widodo in the Mata Najwa event in Trans 7, the group asked as many as 61 data, 63.54%, (2) the types of directives of President Joko Widodo. In the Mata Najwa event in Trans 7 the group ordered 15 data of 15.62%, (3) the types of speech acts of the directive President Joko Widodo's speech in the Mata Najwa event in Trans 7, the group demanded 8 data 8.33%, (4) the types of speech acts of the directive President Joko Widodo's speech Widodo in the Mata Najwa event in Trans 7 groups suggested as many as 8 data 8.33%. (5) the type of speech act of President Joko Widodo's speech directive in the Mata Najwa event in Trans 7 group prohibited 4 data 4.16%.

**Table 4.** President Joko Widodo's Directive Speech Strategy in the Najwa Eye Program in Trans 7

No	Follow up	No	%
1	Asking	61	63.54%
2	Asking	15	15.62%
3	Demanding	8	8.33%
4	Recommend	8	8.33%
5	Ban	4	4.16%
<b>Total</b>		96	100 %

Based on the results of research on President Joko Widodo's directive speech strategy in the Mata Najwa event in Trans 7, the findings were, (1) President Joko Widodo's directive speech strategy in the Mata Najwa event in Trans 7, a group that spoke frankly with pleasantries positive politeness as many as 71 data 72.44%, (2) President Joko Widodo's directive speech strategy in the Mata Najwa event in Trans 7, the group spoke frankly with negative politeness as much as 13 data 13.26%, (3) President Joko Widodo's directive speech strategy in the Mata Najwa event on Trans 7 groups spoke frankly without further ado as much as 10 data of 10.20%, and (4) President Joko Widodo's directive speech strategy in the Mata Najwa

event in Trans 7, the group spoke vague as much as 4 data 4.08%.

*1. Types of Actions President Joko Widodo directives in the Mata Najwa at Trans 7*

Speech acts are speech in which there is action. Searle [5] states that directive speech acts are not only an expression of the speaker's attitude towards the action to be taken, but also the expression of the speaker's intent (in the form of wishes and hopes), so that the speech or attitude expressed becomes the reason for acting. A directive speech act is a speech act intended to make the speech partner do something after hearing the speaker's speech.

*2. Spoken Strategies Used by President Joko Widodo's Directive in the Mata Najwa at Trans 7*

Brown and Levinson [10] formulate five main sequential strategies that are used in different narrative situations. The five strategies are (1) open-ended speaking; (2) being straightforward with positive gestures; (3) being straightforward with negative grants; (4) speak dimly; and (5) speak in the heart. The strategy of speaking frankly without speaking is a strategy that is often used in communicating to make things clear.

This strategy can be carried out with two sub-strategies, namely (1) by minimizing the face threat which is interpreted by carrying out the story directly without trying to penetrate or improve the situation, and (2) orientation of the face threat to save the contours of the word is to do the best to penetrate or to improve the situation, and (2) orientation of the face threat to save the contours of the word is to do the best to penetrate or to improve the situation [11]. This research has similar finding with the previous research. Previously [12] who compare some command used by the politician in the literary words. This command also reflection of character [13] seen from its politeness strategies.

**4. CONCLUSION**

Based on the data analysis and discussion that has been carried out in this research, it can be concluded that the general directives found are (1) asking, (2) demanding, (3) ordering, (4) prohibiting, (5) suggesting. As many as 61 questions from 96 speeches with a percentage of 63.54%. Furthermore, the second directive action President Joko Widodo often uses, namely ordering. There were 15 utterances in this study, with a percentage of 15.62%. President Joko Widodo has used the least amount of practice, namely prohibition. Based on the data in the field, it was found 4 utterances that intended to prohibit with a percentage of 4.16%. Furthermore, it was also found that there were 8 utterances from 96 utterances with a percentage of 8.33%, and required 8 out of 96 speeches with a percentage of 8.33%. with a percentage of 72.44%, (3) speaking with negative language was found as many as 13 with a percentage of 13.26%, and (4) speaking vaguely was found as many as 4 with a percentage of 4.08%. Several studies have used pragmatic studies, in particular acts of speech, to find out what actions are meant in a story.

Based on the analysis, directive inducements can reveal the characteristics and patterns of a person's mind, which are very useful for the development of multilingualism. In other words, directive actions can predict a person's personality through the discussion he chooses. This research contains a description of the form, strategy and President Joko Widodo in the Mata Najwa event in Trans 7. Research on pragmatics which relates other linguistic elements is still very minimal research and has a broad scope. The writer suggests that there are still many things that have not been identified in this research because the research group has not been extensive because of this research group.

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