

# Directive Speech Acts of Basuki Tjahaja Purnama (Ahok) in Politics Interview

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## ABSTRACT

This research aimed to explain (1) the forms of the directive act of Ahok in political interviews, (2) the politeness strategy of the directive of Ahok in political interviews. The research was a qualitative research. The samples were chosen using the purposive sampling technique. The data were oral data collected using the listening method, documentation technique, transcription, and note technique. The data were analyzed descriptively based on Searle's theory of Speech Act, Brown and Levinson's Politeness Theory. The research results indicated that (1) the directive speech act of Ahok in the political interviews consisted of four forms: forbidding, asking, telling, and convincing,; (2) the politeness strategy of Ahok's directive speech act in political interview consisted of direct strategy and negative strategy.

**Keywords:** *speech act, politeness strategy, political interviews.*

## 1. INTRODUCTION

In human daily life, language, both orally and in writing, cannot be separated from speech acts in various situations. Searle in Leech (1993), categorizes illocutionary speech acts into five, namely assertive, directive, commissive, expressive, and declaration speech acts. As social beings, humans always interact with other people almost always involve the role of speech acts in various forms and different ways of delivery because they are influenced by several factors, such as age, proximity of the speaker to the speech partner, position, formal or informal situation, purpose of speech, and background of speakers and speech partners.

This is related to the speaking concept proposed by Hymes in Djajasudarma (2012), namely setting, participants, ends, act, key, instrument, norms, and genre. Language politeness is one of the cultural values that is upheld in Indonesian culture and Chinese culture. According to Seow Wah in Prasetyo (2014), states that in interpersonal relationships, the Chinese prefer tolerance, harmony, and trustworthiness. In addition, the Chinese also tend to play 'face to face' in order to strengthen good relations, which means maintaining their credibility and reputation.

One of the earliest and classic studies because there are still many references to date regarding language politeness in Indonesian society which Geertz carried out in Javanese society. He said that one of the characteristics of polite language is the indirectness of speech. However, in the subsequent development of society, especially in Jakarta, indirect speech is not considered the most polite. Gunarwan in Murni (2009) states that the most indirect forms are not the most polite. The use of subtle cues is even considered less polite than strong cues because from respondents it is obtained.

Different speech situations will show the use of different speech acts. One of the speech situations that can provide an overview of the use of speech acts, namely government officials when being interviewed. Government officials when interviewed must know communication strategies in speaking because speakers and speech partners are not only required to convey the truth, but must still have the same obligation to maintain face (image).

Agus (2013), said that "Polite attitudes and behavior are manifested through the use of forms, language patterns, and speech strategies so that speakers must maximize their polite behavior to their speech

partners so that they feel valued". Strategy in speaking is very important in interview situations because when an official is interviewed, he must show good speech and behavior for the community because subtle gestures sound as satire.

Based on this research, along with the democratic process and reforms that are taking place in Indonesia, the character of Indonesians has actually changed, they have dared to express their opinions directly. In line with this, Murni said, "The choice of words in mass media coverage tends to decrease in politeness compared to before the reform".

The words used tend to be straightforward not to call it rude. This is very different from the Suharto government. At that time the use of language was framed in a polite manner through the choice of words whose meaning was smoothed. However, in reality many government officials have acted directly and straightforwardly in political interviews so that they are considered to be of low politeness and of the many government officials there is one of them that can be used as an object of research, namely the Governor of DKI Jakarta, Basuki Tjahaja Purnama or more popularly known as Ahok.

Ahok was chosen because he is often the subject of discussion or the spotlight in various electronic media, especially on television in acting in a direct or direct style, (hereinafter used directly) and daring to reveal problems as they are by abandoning an effeminate style of language so that considered impolite.

Direct strategies with words that tend to be straightforward are always analogous to the lowest form of culture compared to positive politeness strategies, negative politeness strategies, vague (indirect) strategies, and silent strategies. In line with this, Brown and Levinson (in Purnamasari, 2016: 5) say that speech that is spoken directly or openly tends to have a low level of politeness, while speech that is spoken indirectly tends to have a high level of politeness.

The directive speech act was chosen because it has the most potential to threaten the face of the participant. In line with this, Ngusman (2015: 100) said "Directive speech acts have the potential to threaten the faces of the participants. For example, prohibiting and ordering because not everyone can accept it when it is thrown at him. In addition, directive speech acts are the most widely used by Ahok. This can be seen in the form of the prohibiting directive speech act in the following speech.

Ahok's speech is included in the form of an TTD forbidding. This can be seen in the speech "Kompas TV don't ever interview me live if you don't like my word "tai" of all kinds". The word do not become a marker of TTD in the form of speech that forbids. Ahok's direct

strategy prohibits it with an imperative mode so that the speech has the potential to threaten the positive face of his interlocutor, namely Aws who is interviewing him and the word "tai" is said so that it is considered low politeness.

The word "Tai" is considered taboo to say. In line with this, Wardahaugh (in Sosiawati, 2013: 79) says that the things that can be taboo are of various types, for example, saying something related to animal names, sex, human feces, bodily functions, things related to with religion, and so on. However, this is different from the watss theory that in interviews speaking straightforwardly and directly in political interviews it is still considered normative behavior, only I am considered less polite about the diction used because I do not respect the interlocutor.

Based on the things that have been stated above, Ahok's directive speech acts in political interviews are interesting to study.

## **2. LITERATURE REVIEW**

### **2.1 *Speech Act Theory***

In pragmatics, speech is a form of action in the context of a speech situation so that the activity is called a speech act. Speech acts are central entities in pragmatics so that they are central in pragmatics or the basis for the analysis of other pragmatic topics such as presuppositions, conversational implicatures, cooperative principles, and politeness principles.

Chaer (Rohmadi, 2004:29) speech acts are individual symptoms that are psychological in nature and continuity is determined by the speaker's language ability in dealing with certain situations. In speech acts, it is seen in the meaning or meaning of the actions in the speech. So, it can be concluded that a speech act is a speech that contains action as a function in communication that pays attention to aspects of the speech situation. Jadi, dapat disimpulkan bahwa tindak tutur merupakan suatu tuturan yang mengandung tindakan sebagai suatu fungsional dalam komunikasi yang memperhatikan aspek situasi tutur.

Rahardi (2002:50-51) divides aspects of speech situations into five kinds, namely:

#### 1) Speaker and interlocutor

Speakers and interlocutors in some literature, especially in Searle (1983), are commonly denoted by S (speaker) which means speaker or speaker' and H (hearer) which can be interpreted as 'listener or speech partner'. The use of the symbols S and H does not necessarily limit.

## 2) Context of speech

The context of speech has been interpreted in various ways by linguists. Context can include aspects of speech that are relevant both physically and non-physically. Context can also be interpreted as all background knowledge that is assumed to be shared between the speaker and the speech partner and which supports the interpretation of the speech partner on what the speaker intended in the speaking process. The scope of pragmatics to the spoken language, but can also include a variety of written languages.

## 3) Purpose of speech

The purpose of speech is closely related to the form of a person's speech. It is said so because basically the speech is realized because it is motivated by the clear and specific nature of the speech intent and purpose. Pragmatically, a form of speech can have the intent and purpose of speech can be realized with different forms of speech.

## 4) Speech as action

Speech as a form of action or activity is a field that is handled by pragmatics because pragmatics studies verbal acts contained in certain speech situations. It can be said that what is discussed in pragmatics is concrete because it is clear who the participants in the speech are, where

## 5) Speech as a product of verbal acts.

Speech can be seen as a product of verbal acts because basically the speech in a speech is the result of verbal acts of the speech participants with all considerations of the context that surrounds and accommodates it. It is the speech, when it is said, and what kind. The context of the situation as a whole.

## 2.2 Language Politeness Theory

### 2.2.1 Definition of politeness in language

According to Zamzani, et al. (2010:2) Politeness is a behavior that is expressed in a good or ethical way. Politeness is a cultural phenomenon so what is considered polite by one culture, may not be the case with other cultures. The purpose of politeness, including linguistic politeness, is to make the atmosphere of interaction pleasant, non-threatening, and effective.

### 2.2.2 Brown and Levinson's politeness strategy

There are five politeness strategies proposed by Brown and Levinson (1987:60), namely:

- 1) Performing speech acts frankly with what is called bald on record (without further ado).
- 2) Perform speech acts as they are by using positive politeness. The choice of positive politeness is made if the speaker wants to protect the positive

face of the interlocutor, namely the desire to be respected.

- 3) Perform speech acts using negative politeness.
- 4) The choice of negative politeness is made if the speaker is to protect the negative face of the speech partner, namely his desire to be free to act and not be disturbed. Characteristics of negative politeness are characterized by linguistic markers that indicate the existence of social distance between the speaker and the speech partner.
- 5) Perform speech acts in a vague way or off the record. The choice of ambiguous speech acts is done if the speaker feels it is impossible to express his meaning clearly or the speaker allows the speech partner to understand the speaker's utterance according to the interpretation of the speech partner itself.
- 6) Do not perform speech acts. The choice of speaking without speaking or without commenting is generally chosen if the speaker considers the situation not to allow him to speak.

## 3. METHOD

This research is a type of qualitative research using descriptive method. Referring to the statement of Sudaryanto (1993), that qualitative research using descriptive methods is research that identifies, classifies, analyzes and describes as it is.

Sources of data in this study, namely thirteen video recordings of Ahok's interviews with journalists at the television stations Trans TV, Metro TV, TVRI, Kompas TV, NET TV, and news one. The type of research data, namely oral data in the form of directive speeches as many as 72 utterances used by Ahok through videos downloaded using the youtube site from 2015-2016.

The method used to collect data is the method refer to. No statement referring Mahsun (2013), refer to the method is a method used to obtain data by performing *penyimak* to the use of language. Speech-speech Ahok in political interview scrutiny. Speech-speech that listened and observed the speech devoted to the directive then marked and documented for inventoried as data in this study.

Data analysis was carried out qualitatively. The steps are carried out by identifying, classifying. The data that has been classified is then analyzed by describing in detail the problems contained in the data that has been collected based on theories related to speech acts and language politeness in speaking as a guide in analyzing.

## 4. RESULT AND DISCUSSION

This study aims to explain (1) the form of Ahok's directive speech act in political interviews; (2) Ahok's directive speech act politeness strategy in political interviews.

(1) The realization of speech acts directive Ahok in interviews politics found there are four, namely forbid, ask, tell, and assured (2) the strategy of politeness speech acts directive Ahok in interviews politics consists of a direct strategy and the strategy of politeness negative, while the strategy of politeness follow Ahok said in an interview expressive politics consists of direct strategy, the strategy of positive politeness and negative politeness strategies.

#### ***4.1 Forms of Acts of Ahok's Directive in Political Interviews***

Directive speech act is a speech act performed by native speakers with the intention that he said partners perform the acts mentioned in the speech. Analysis This section uses the theory of speech acts Searle. This study takes as much as 72 utterances. Figures and tables should be placed either at the top or speech that amounted to 29 are classified based on the form of the speech act. Based on the research, it was discovered four beings TTD TTD Ahok in political interview interview Ahok in politics, namely 1) ordering; 2) convincing; 3) prohibited; and 4) request. For more details, form TTD Ahok in political interviews will be described as follows:

- a. The form of TTD ordering is the form that is most widely used by Ahok. The form of TTD commands as many as 15 utterances and is generally in direct form by using lingual markers try, please, and ask.
- b. The form of the convincing TTD is the form that is most widely used after the TTD ordered. The form of this convincing TTD found as many as 7 utterances. There are 6 speech in the form of direct and one indirect speech shaped. TTD convincing speech in the form not found lingual marker. Speech act is seen from the context of the speech, which many speakers provide an explanation in earnest so that it can be trusted or relied upon by the hearer.
- c. The form of prohibiting TTD is the most widely used form after the convincing TTD. The form of TTD forbidding is found as many as 4 utterances and generally in direct form using lingual markers don't, shouldn't, and don't have to.
- d. The form of TTD asking is the form that is the least found, which is only 3 utterances and is generally in direct form using lingual markers of request.

##### ***4.1.1 Order***

Telling is ruled so do something (MONE, 2008: 1362). Ordering speech acts are speech acts delivered

by speakers in uttering an utterance with the aim of instructing the speech partner to do something.

Topic : Ahok hears about Alexis hotel from DPR RI

Setting : At City Hall

Participants : Ahok and Im

Situation : Formal

Conversation:

Im : Precisely from members of the DPR?

Ahok : Listen, by the way. Attract them! Tell the police, want to see who's subscribed there. After the CNN broadcast, everything was quickly deleted. Mr. Yusuf Kalla spoke about the artist-arti case. Try to find out who the customer is. Lest there are any other council members in there. (11 March 2016/TRANS TV)

Through the example (1) it appears the speech which included TTD sent in the form of directly using the imperative sentence mode. This can be seen in the utterance "Try to open up who the customer is". The phrase try to open becomes a sign of TTD in the form of an ordered speech. Ahok's statement ordered law enforcement officers to look at CCTV in Alexis because the deputy chairman of the three DPR commissions wanted to summon Ahok regarding the prostitution case that occurred at the Alexis hotel. In fact, he heard the prostitution case of members of the House it self.

##### ***4.1.2 Convincing***

Convincing is making sure that you don't make the wrong decision or really can be trusted or relied on (KBBI, 2008:1567). Convincing speech acts are speech acts that are conveyed by the speaker seriously so that they can be trusted or relied on by the speech partner.

Topics : Ahok's version of the APBD version is chaotic with the DPRD

Setting : At the town hall

Participants : Ahok and Aws

Situation : Formal

Conversation:

Aws : Have you ever been challenged in the media?

Ahok: I've Nantang even on my website. All of my salary, I go. Ve not seen official who is open all the salaries are so transparent? Never officials Nantang not I check my treasure ama my taxes pay for, the cost of my life, my lifestyle? I had opened all the challenges. (March 17, 2015 / Reuters TV /)

Ahok's utterance in example (4) above is classified as a convincing TTD in an indirect form by using the interrogative sentence mode. This can be seen in the statement "Have you ever met an official who opened all salaries so transparently? Have an official ever challenged me to check my assets or the taxes I paid, my living expenses, my lifestyle?"

The utterance becomes a marker of TTD in the form of a convincing speech. Ahok's statement convinced Aws that he had not falsified the APBD by revealing all of his assets and challenging officials to show his assets.

**4.1.3 Prohibit**

To prohibit is to order not to do something or not to allow doing something (Depdiknas, 2008:792). Forbidden speech acts are speech acts conveyed by speakers to prevent the speech partner from doing something.

Topic : Protest in any place in Jakarta  
 Setting : Inside the Kick Andy event studio  
 Participants : Ahok and Afn  
 Situation : Formal  
 Conversation:

Afn : There are a few things that still bother some people, namely when you at that time banned demonstrations anywhere in Jakarta. You said there were three veins there, even though you later corrected or revised it, but what is the basis for the idea to prohibit people from protesting anywhere in Jakarta?

Ahok: It's a traffic jam, right? After all, he played screaming in front of the president. In front of the president, in front of Monas. Besides that, right? Don't go to the HI roundabout, everyone is stuck at the HI roundabout. Now, I'm negotiating, not negotiating, sending a letter to the British government, we want to buy the former British ambassador's office at the HI roundabout. I want to make a park that wants to demo, demo that's where I really want to play around. (5 February 2016/Metro TV)

In example (7) it appears that there is an utterance in the form of TTD that prohibits the direct form using the imperative sentence mode. This can be seen in the utterance "Not at the HI roundabout, everyone is stuck at the HI roundabout". The word do not become a marker of directive speech acts in the form of speech that forbids. Ahok's statement forbade the demonstration because the demonstrators were always in front of the HI roundabout so that the roads became jammed. In addition, the demonstrators were

only considered to be shouting incoherently and of no benefit.

**4.1.4 Ask**

To ask is to say something in order to be given or get something (Depdiknas, 2008:706). The speech act of asking is a speech act that is conveyed by the speaker in order to be given or get something from the speech partner.

Topics : CCTV footage at Alexis and Mulia hotel.

Setting : At the town hall

Participants: Ahok and Im

Situation : Formal

Conversation:

Im : Maybe we will broadcast tonight sir,  
 we immediately see the response of commission three!.

Ahok : Direct CCTV many missing. Immediately lost all CCTV pieces, all apartments. Request!. Hotel Mulia is also asking all of you. (11 March 2016/TRANS TV)

In the example (10) it appears that there is an utterance belonging to the TTD asking for a direct form using the imperative sentence mode. This can be seen in the statement "Immediately many pieces of CCTV were lost, all apartments. Ask for!. The noble hotel also asks for it all." The word request is a marker of TTD in the form of an utterance asking. Ahok's statement asked for CCTV footage, to see more clearly who went in and out of Alexis and the hotel because he was accused by the Deputy Chairman of Commission III of the DPR for granting a permit for prostitution in Alexis.

**Table 1.** Forms of Ahok's Directive Speech

No	Ahok's TTD form	Forms of Speech	Lingual Marker
1.	Ordered	Direct	Try, please, check it, must,
2.	Convincing	Direct/indirect	-
3.	Forbid	Direct	Do not
4.	Ask	Direct	Ask for

## **4.2 Ahok's TTD Politeness Strategy in Political Interviews**

Strategies Brown and Levinson's politeness theory consists of five politeness strategy, the strategy of direct, negative politeness strategies, positive politeness strategy, the strategy vague and silent strategy. However, the strategy of silence not included because not perform speech acts. The results showed that the TTD Ahok politeness strategies in political interviews found only two strategies: 1) direct strategy; 2) Negative politeness strategy.

### **4.2.1 Direct strategy**

Direct strategy is the simplest form of speech among other forms of speech. Brown-Levinson (in Agus, 2013: 27) states that the form of direct speech without further ado is always analogous to the lowest form of culture, or as a form of speech that is less polite. In this finding, the direct, no-nonsense strategy used by Ahok was chosen on the grounds that it is one of the simplest forms and is considered the most efficient action. In this case, so that the speaker's wishes are quickly understood and realized by his interlocutor. The direct strategy used by Ahok can be seen in the following example.

Topic : The Regional Budget and DPRD Chaotic  
 Setting : At the town hall  
 Participants : Ahok and Aws  
 Situation : formal

Conversation:

Aws : This is the first time it has been recorded in Pak Ahok's history . Has Pak Ahok received threats in the last few days?

Ahok : No.

Aws : None at all?

Ahok : Who wants to threaten me? It's okay to sleep at home.

Aws : Are you sure Mr. Ahok can sleep well?

Ahok : Just check me out. I'm very fit. If you don't have martial arts skills for just one minute, I'm disabled now if you want to fight. (17 March 2015/Kompas TV)

Ahok's utterance in the example above is classified as TTD ordering which is in the direct form. This can be seen in the utterance "Just check me. I'm very fit." The phrase "check" is a form of the directive speech act of ordering. Ahok's statement told Aws to check his condition with a fight of strength if he did not believe that he was very healthy. Aws does not believe that Ahok can sleep well due to the chaos between the APBD and the DPRD.

The direct strategy used by Ahok who has power and based on the pressure of the situation, the speech is still at the level that should be done. However, Ahok in speaking does not use linguistic markers as speech softeners so that it has the potential to threaten the face

of his interlocutor and sounds less polite because an imperative speech will be more subtle and indirect if it is not expressed with command intonation, but by using other lingual units. For example, adding the right word so that it can disguise the direct command.

The longer an utterance the more implicit the utterance will be, conversely the shorter the utterance the more implicit the utterance will be because the more explicit the intent of the utterance, the lower the politeness.

### **4.2.2 Negative Politeness Strategy**

Negative politeness is considered as a form of politeness that is more specific, formal, focused with more emphasis on expressions of respect.

Based on its characteristics, SKN is also considered the most important form of respectful behavior or the highest form of politeness among other forms of linguistic politeness. Negative face is a person's self-image related to actions that want to be free or do not want to be hindered by others, which if blocked, the person concerned will lose face. Characteristics of linguistic politeness markers indicate the existence of social distance between the speaker and the speech partner.

In this study, it was found that two SKNs were used by Ahok in the TTD, namely by using 1) the hedged form, as a form of politeness marker that can have the effect of lightening the speech; 2) Using impersonalization.

#### **1) Using hedges**

The form of fences or hedges is also commonly termed as a barrier which is a performative form that functions as the most important linguistic tool in meeting the needs of the speech partner. SKN is one way to prevent the speaker from being involved in the act of threatening the face of the speech partner (FTA), but instead tries his best to protect the face of the speech partner. Therefore, speakers use the form of hedges with the aim of softening the speech so that it sounds polite. The use of fences can be seen in the following example.

Topic : Floods in Kampung Pulo

Setting : At the town hall

Participants: Ahok and Dbs

Situation : Formal

Conversation:

Dbs : We just saw a fact or two. I saw Pulo village which was flooded and then you evicted.

Ahok: Where are the movies, soap operas flooding again in Pulo village.

Dbs: That's true because they often report it.

Ahok: That's why I said TV doesn't have to be fun. Well, you saw the flood there in Kampung Pulo. Seven meters, seven meters under water. Seven meters of flooding. Try to see where it is now. Bukit thorns will be coming soon if you give me, today I have made a report, Kampung Pulo has been completed and we have installed the best LED lights so that the river is bright.

(30 March 2016/BeritaSatu)

In this example, it appears that there are utterances that include TTD ordering which is in the direct form with the form of negative politeness. This can be seen in the utterance "You, well, saw the flood there in Pulo village. Seven meters, seven meters under water. Seven meters of flooding. Let's see where it is now."

Ahok's utterance was uttered using trial hedges aimed at reducing or softening the power of direct speech aimed at his interlocutor (a third person) who was not involved in the conversation, namely journalists, so that it sounded polite. Agus (2013: 319) said, "Based on the principle of communication and the speaker's level of power, hedges are categorized as polite language because they still keep the face of their interlocutor".

2) Impersonalization Strategy

Impersonalization strategy is an expression used so that the speaker's expectations do not harm the speech partner personally. This strategy is done by stating as if not only the speaker himself. The impersonalization strategy was carried out by Ahok by removing my pronoun and replacing it with our pronoun. This strategy is used with the aim of avoiding speech forms that seem selfish.

Topic: Marunda residents protest against Ahok's policy

Setting: At the Senayan east parking lot

Participants : Ahok and Ns

Situation : Formal

Conversation:

Ns : Mr. Ahok for a moment, for a moment, Mr. Ahok. So, I want to make sure that you are looking for people who make things difficult, not people who complain?

Ahok: He has to talk to us , who? After all, he has an SMS.

Ns : Not the citizens, right?

Ahok: Yes

Ns : Not the citizens, but the people who make it difficult to be clear about it. 4 June 2016/ Metro TV/67).

Ahok's utterance in the example above, includes the TTD commanding the direct form in the form of negative politeness. It can be seen "He has to talk to us, who? He's got a text, after all." The utterance tells Ahok to avoid my pronouns by using our pronouns with the aim that the interlocutor (third person) who is not involved in the speech, namely one of the Marunda residents, does not feel forced so that Ahok's speech does not seem selfish and sounds polite.

**Table 2.** Negative Politeness Strategies in Ahok's Directive Speech

No.	Negative Politeness Strategy	Strategy Form	Strategy Form
1.	Using fenced shapes	Maybe, try, please, if	Softener
2.	Impersonalization strategy	Remove my pronoun into our pronoun	Avoid speech that seems selfish

**5. CONCLUSION**

This study has two main objectives, namely to explain (1) the form of Ahok's directive speech act in political interviews; 2) Ahok's directive speech act politeness strategy. There were only four forms of Ahok's TTD in political interviews, namely ordering, convincing, forbidding, and asking. This is conveyed directly so that the politeness is low. Among the four forms of TTD, the speech act of ordering is the most widely used speech act.

Ahok's TTD politeness strategy in political interviews consisted of direct strategies and negative politeness. The most widely used strategy in TTD is the negative politeness strategy. Negative politeness strategies are used by giving respect through hedges and impersonalization strategies so that Ahok shows social distance.

**AUTHORS' CONTRIBUTIONS**

The contribution of each author, Helped in , coolect data, analyzing the data and provided direction this article.

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