

# Implicature in Political Campaign for the Local Government Leader Elections of Province South Sulawesi Governor and Deputy Governor for the Period 2018 - 2023

Munira Hasjim<sup>1,\*</sup>, Tadjuddin Maknun<sup>2</sup>, Ita Suryaningsih<sup>3</sup>

<sup>1,2</sup> Hasanuddin University

<sup>3</sup> Universitas Muslim Maros

\*Corresponding author. Email: [munirahasjim@unhas.ac.id](mailto:munirahasjim@unhas.ac.id)

## ABSTRACT

Before the general election took place, each pair of Governors who had been appointed by the General Election Commission, actively use multiple media platforms for campaigns. For example, they put advertising campaigns on billboards, newspapers, and other political events. This doesn't mean that they serve no purpose, the initial goal is to introduce each candidate for Governor and Deputy Governor, meanwhile, another goal is usually a form of persuasion so that people want to elect him as the leader of South Sulawesi.

**Keywords:** *Implicature, Campaign, South Sulawesi gubernatorial election.*

## 1. INTRODUCTION

For Indonesians, 2018 was a political year. It is called so because a democratic party was held on June 27, 2018, in several provinces in Indonesia in the context of the election of the governor and deputy governor for the period 2018-2023. One of the provinces that will hold the political event in the Governor and Deputy Governor election is South Sulawesi.

South Sulawesi is a province located on the southernmost of the island of Sulawesi, Indonesia, whose population is dominated by the Makassarese, Buginese, Toraja, and other ethnic groups such as Javanese, Mandar, Madura, Sundanese, Ambonese, Bima, as well as Sino-Indonesian. The year 2018 has important meaning for the people of South Sulawesi because a local election was held to elect the governor and deputy governor of South Sulawesi to hold office for five years. The candidates of governors and deputy governors, namely: 1) Nurdin Khalik and Aziz Kahar Muzakkar; 2) Agus Arifin Nukmang and Tanribali Lamo; 3) Nurdin Abdullah and Sudirman Sulaeman; 4) Ikhsan Yasin Limpo and Muzakkir Kahar Muzakkar. Each pair of candidates for governor and deputy governor has been determined by the General Election Commission (KPU) of South Sulawesi. The four pairs

of candidates are actively using multiple media platforms for campaigns. One of the most effective media for advertising and can be read well by the public is billboards or stretch fabric banners. In addition to billboards and banners, the success teams also use various types of media ads such as newspapers, Twitter, Facebook, WhatsApp, Line, etc. The use of this media aims to introduce each pair of governor and deputy governor candidates along with campaign promises in the form of statements or slogans. The sentence was formed in a very persuasive manner that is intended to convince people to choose him/her as the leader of South Sulawesi for the next five years.

A way to introduce this figure is through different types of campaign attributes which are considered electoral symbols of the regional head elections. Although there is no significant influence, billboards or banners are used by regional head candidates to depict themselves by using interesting words or pictures (Sianturi, 2011: 3).

The campaign promises expressed in the language of political campaign are interesting events to be observed and studied. Political campaigns are a form of discourse. The term discourse is used to encompass not only conversation, public speaking, but also writing (Tarigan, 1993:23). In these circumstances, the political campaign

discourse in question is a write-in campaign found on billboards and banners.

The political campaign discourse is closely connected to the political situation of the party related to support for peer to peer linkages. The issue of campaign discourse is a concern in this paper, which is the result of research without any intention of siding with one of the candidate pairs.

The study of political campaign discourse is solely aimed at finding out how the community, the candidate pairs' success team, used language as a medium of communication to introduce and "promote" the figure who will hold office in the Province of South Sulawesi in the next five years with some determinations, promises, and hopes will lead the community to a more developed, powerful, and prosperous direction under the leadership of the elected candidate pair

From a pragmatic perspective, the campaign delivered by the governor and deputy governor candidate pairs has many implicatures. The implicature is implied in the campaign slogans of each pair in the banners, and billboards that are displayed on the sides of a highway. The speech acts conveyed by each pair are also very diverse. The success team carried out types of communication strategies to convey messages that could attract attention and influence a person's perception. The goal of the success team is how they can attract public sympathy and ultimately make a choice on the governor candidate pairs that they are campaigning for.

Implicature is something that is implied in an expression or conversation. According to Mey in Nadar (2009: 60), the "implicature" comes from the verb to imply while the noun is the implication. Meaning which is intended by the speaker to be understood by the hearer to interpret the meaning of his utterances. Levinson in Nadar (2009: 61) stated that implicature is "one of the single most important ideas in pragmatics" because implicature "provides some explicit account of how it is possible to mean more than what is said". Or how to understand a speech and the meaning of 'veiled' speech forms.

By especially looking at the campaign discourse of modern political campaigns, it can be concluded about the position of language in the political campaign. Language in political campaign discourse serves as something to be read and seen. The sentences used in the political campaign discourse affect the way readers think. To be able to influence the reader, political campaign discourse is usually presented with a distinctive manner of expression. The characteristics of the campaign discourse are very interesting.

The following is an example of a billboard for the Governor and Deputy Governor candidates of South Sulawesi for the period 2018-2023 which is placed in all cities and regencies in South Sulawesi.



Figure 1. Candidate Pair no. 3



Figure 2. Candidate Pair no.1

Figure 1 shows the billboard for the Governor and Deputy Governor candidates of South Sulawesi number 3, namely Prof. H.M. Nurdin Abdullah and Andi Sudirman Sulaiman, S.T., supported by the PDI, PKS, and PAN political parties. On the billboard, there is a discourse in the form of phrases and words in Indonesian, namely "PROF ANDALAN, KERJA NYATA- JUJUR- CERDAS". The slogan was used considering that candidate pair number 3 in Figure 1 above, is an academic who holds the title of Professor and is also a former Regent of Bantaeng, one of the districts in South Sulawesi Province. During his tenure as a regent, he builds a very good reputation and excellent work. The Professor received various achievements and awards thanks to his hard work without being involved in cases and scandals that could be negatively assessed by the people of South Sulawesi. That's why the success team for candidate pair number 3 uses the slogan "Prof Andalan, kerja nyata, jujur, dan cerdas".

Figure 2 shows the picture of the Governor and Deputy Governor candidates of South Sulawesi number, namely Nurdin Halid (NH) and Azis Kahar Muzakkar (AKM) who are promoted by the Golkar Party. On the billboard, there is a discourse in the form of a phrase in the Makassar dialect. This phrase is used as a slogan

that reads SAMA-SAMAKI BANGUN KAMPUNG. NH - AZIZ ANDALANTA. The discourse intends to persuade the public to elect candidates to become Governor and Deputy Governor of South Sulawesi for the 2018-2023 period. The Makassarese a variation of Indonesian that is familiar among the people of South Sulawesi is used by the success team to give a stronger (closer) relationship with the South Sulawesi community. In the sense that the use of the particle [-ki] as a marker for the second person plural pronouns which in Indonesian is known as the 2nd plural pronoun [kita]. The [-ki] marker is meant that the leader and the community are an inseparable unit. Likewise with the use of the particle [-ta] in the word “andalanta”. The word *andalan* means the superior one, who is reliable, who is proud of. *Andalan* [-ta] means that we excel, which we are proud of. The word 'kita' is a 2nd person plural pronoun which implies that candidate pair number 1 is the pride of the people of South Sulawesi. The position of /-ki/ and /-ta/ as clitics in the Makassar language gives the meaning as a form of linguistic. Thus, the slogan in the billboard for pair number 1, seeks to create familiarity between the leader and the community in a language situation to maintain linguistic politeness.

Based on the description above, the formulation of the problem that will be discussed in this briefing paper is how is the form of implicature as a campaign strategy, what is the meaning of the success team’s stump speech contained in billboards and banners for the Governor and Deputy Governor candidate pairs of South Sulawesi Province 2018-2023?

## 2. RESEARCH METHOD

This study used a descriptive research design. The stages were conducted through the steps, namely (1) data collection, (2) data analysis, and (3) data presentation. The descriptive method suggests that the research conducted is only based on existing facts or phenomena that are empirically alive in the speakers so that what is produced or recorded is in the form of language descriptions that are usually said to be like a portrait: exposure as it is.

The research data is in the form of lingual units contained in the political campaign discourse for the election of the Governor and Deputy Governor of South Sulawesi for the 2018-2023 period on banners and billboards displayed on the road. Stretch fabric banners contain slogans, propaganda, or newspeople should know, while billboards are large posters designed to attract public attention (usually with large images found in high-traffic areas).

The data collection techniques were observation, recording (photographed), and note-taking. Data collection was carried out during the campaign period in

March-May 2018. The implicature was analyzed by using Grice’s Theory.

## 3. RESEARCH FINDINGS

The pragmatic analysis discussed in this study was in the form of implicatures, and speech intentions in the political campaign discourse for the election of the Governor and Deputy Governor of South Sulawesi for the 2018-2023 period.

### 3.1 Implicature Analysis

The communication process is formed because the speech participants strictly adhere to the cooperative principles which Grice describes in the four maxims. Maxims are utterance rules in natural speech. The following is an analysis of the cooperative maxims of Grice’s theory in the political campaign discourse for the election of the Governor and Deputy Governor of South Sulawesi for the 2018-2023 period.



Figure 3



Figure 4

Figure 3 shows a billboard for the Governor candidates of South Sulawesi, namely Ikhsan Yasir Limpo - Mudzakkar. The billboard contained the tagline “Bersama Membangun Sulsel”. It is a formal language in Indonesia with an ungrammatical structure of the

sentence. It is considered ungrammatical because there is no subject. This was considered by the design team considering the photos of the governor and deputy governor candidates. The implication is the request of the governor candidate number 4 to the public to be involved in building South Sulawesi. This means that candidate pair number 4 is asking for community support to become governor and deputy governor because if both are elected, the community will not only be spectators but also actors in development. This is called a campaign promise.

Figure 4 shows a banner for the Governor and Deputy Governor candidate of South Sulawesi, namely Agus Arifin Nukmang – Tanribali Lamo. The discourse contained in the banner is in the form of declarative sentences, imperative sentences, and phrases such as the following.

- (1) *Mohon doa restu dan dukungannya.*
- (2) *Lanjutkan Pembangunan*

The tagline in a sentence (1) is an utterance to ask for the blessing and support of the people of South Sulawesi. The tagline in the sentence (2) is a declarative sentence which means to convey that if candidate number 2 is chosen, then development in South Sulawesi can run smoothly because they will continue the ongoing construction.

Even though tagline (1) is a request sentence, the information is not coherent and unclear. This can be seen from the speaker wanting to ask for blessings and support from the people of South Sulawesi, but who and what is not mentioned in the tagline.

Tagline (2) continues development, unable to provide a clear and complete meaning to the community. This is because the tagline does not provide information on who will proceed with the construction. The community also does not get a clear portion, of whether they are objects or subjects. The implications of the tagline (1) and (2) above, are not able to influence the community on what kind of development will be continued. As a result, people may think that this is just a false campaign promise because it does not explain how to build a better South Sulawesi.

### **3.2 Speech Intention**

Every speech conveyed by the speaker to the interlocutor has a certain meaning and purpose. It sometimes has actual meaning, but sometimes implied meaning. Indirect intentions will be more difficult to interpret than direct intentions. Therefore, the interlocutor must pay attention to the context (Rohmadi, 2004: 102).

Based on the observations, the speech intention in the political campaign discourses for the election of the

Governor and Deputy Governor of South Sulawesi for the period 2018-2023 are as follows.

1. Intend to invite or vote
2. Intend to disdain or criticize

### **3.3 Forms of Effective Political Campaign Discourse for the Community**

Language is a social activity. Like other social activities, language activities are only realized when humans are involved in them. In communicating, the speaker and the interlocutor are both aware that there are rules that govern their actions, their use of language, and their interpretations of the actions and words of their interlocutors. Each participant is responsible for actions and deviations against linguistic rules in the lingual interaction (Allan in Wijana, 1996: 45).

In communication, the speaker articulates the utterance to communicate and hopes that the interlocutor understands the subject of communication. The speaker always tries to make his speech relevant to the context, clear and easy to understand, concise and brief, and straightforward. Therefore, for the communication process runs smoothly, there is a type of cooperative principle that must be carried out by the speaker and the interlocutor.

In the context of local elections, billboards or banners as tools for political campaigns must adhere to the cooperative principle so that the communication process runs smoothly. Grice in Soemarmo (1987) suggested that to use language effectively and efficiently it is necessary to use language rules. This rule consists of 2 major points, namely (1) the cooperative principle which states "say what is required at the time of the conversation by the accepted purpose of the conversation"; (2) four conversational maxims are maxims of quantity, maxims of quality, maxims of relevance, and maxims of manner.

The communication process is formed because the speech participants strictly adhere to the cooperative principles which Grice describes in the four maxims. Maxims are utterance rules in natural speech. The four maxims referred to by Grice are as follows (in Rohmadi, 2004: 18).

#### **3.3.1 Maxim of Quality**

The maxim of quality rules in conversation that require each participant to tell the truth.

#### **3.3.2 Maxim of Quantity**

The maxim of quantity is rules in conversation that require each speaker to contribute as much as needed.

#### **3.3.3 Maxim of Relevance**

The maxim of relevance is ruled in conversation that requires speech relevant between the conversation and the discussion.

### 3.3.4 Maxim of Manner

The maxim of manner rules in conversation that require each participant to contribute to speak as orderly, clear, brief to avoid obscurity and ambiguity.

In the context of local elections, it is natural that some banners or billboards intend to invite, vote for, or critic one of the candidates for the regional head. This is because the political campaign is a promotional event as well as asking for support from the community to choose a candidate for the regional head.

Based on the research findings, most of the political campaign discourse for the election of the Governor and Deputy Governor of South Sulawesi for the period 203-2018 which was found in outdoor advertising such as banners and billboards still did not fulfil the four kinds of maxims. If the speaker, in this case, the success team of each candidate, fulfils these maxims, an effective political campaign discourse will be formed so that the public as the interlocutor understands and catches the speaker's intentions and goals.

To produce an effective political campaign discourse, speakers can convey the vision, mission, and featured programs of regional head candidates. The speaker (in this case the regional head candidate success team) can make billboards or banners containing this information. If the information is written on billboards or banners, the public can find out what things each candidate for the regional head will offer if they are later winning the regional head election.

Information in the form of vision, mission, and featured programs is made as effective as possible and comprehensible by the interlocutor/reader. The success team for regional head candidates can design strategies by making campaign discourses in series so that the public knows the featured programs offered by each candidate. Thus, the public can think critically and intelligently in choosing their regional head candidates based on the programs offered.

## 4. CONCUSSION

Based on the problems discussed in this study, it can be concluded that the form of political campaign discourse for the election of the Governor and Deputy Governor of South Sulawesi for the period 2018-2023 is displayed on billboards and banners. The billboards and banners contain direct and indirect speech acts.

In the implicature analysis, most of the speeches on banners or billboards do not meet the maxims of quality, quantity, relevance, and manner. Some of the utterances have met the maxim of relevance.

Based on the observations, the speech intentions in the political campaign discourse for the election of the Governor and Deputy Governor of South Sulawesi for the period 2018-2023 are to invite or vote and disdain or criticize.

To form an effective political campaign discourse for the community, speakers must fulfil the four maxims in the cooperative principle, namely the maxims of quality, quantity, relevance, and manner. In addition to the four maxims, the cooperative principle still requires the six maxims of politeness, namely tact, generosity, modesty, approbation, sympathy, and agreement. If the speaker, in this case, the success team of each candidate, fulfils these maxims, an effective political campaign discourse will be formed so that the public as the interlocutor understands and catches the speaker's intentions and goals. To produce an effective political campaign discourse, speakers can convey the vision, mission, and featured programs of regional head candidates.

The suggestion from this research is that a more in-depth study is required on pragmatic analysis in political campaign discourse, not only for the election of governors and deputy governours but in the presidential or legislative candidates. The pragmatic analysis studied is not only focused on implicatures and speech acts, it can also be in other forms of pragmatic analysis. For the success team of each candidate for the regional head, it is suggested when making billboards or campaign banners, to pay attention to the cooperative principle so that the communication process runs smoothly.

## REFERENCES

- [1] Aminuddin, dkk. 2002. *Analisis Wacana: Dari Linguistik Sampai Dekonstruksi*. Yogyakarta: Kanakal.
- [2] Brown, Gillian dkk. 1996. *Analisis Wacana*. Jakarta: Gramedia Pustaka Utama.
- [3] Chaer, Abdul dan Leonie Agustina. 1995. *Sosiolinguistik: Pengenalan Awal*. Jakarta: Rineka Cipta.
- [4] Kridalaksana, Harimurti. 2001. *Kamus Linguistik*. Jakarta: Gramedia Pustaka Utama.
- [5] Kushartanti, Untung Yuwono, dan Multamia BMT Lauder (ed). 2005. *Pesona Bahasa: Langkah Awal Memahami Linguistik*. Jakarta: Gramedia Pustaka Utama.
- [6] Leech, Geoffrey. 1983. *Principles of Pragmatics*. London: Longman.
- [7] Lubis, Hasan Hamid. 1994. *Analisis Wacana Pragmatik*. Bandung: Angkasa.
- [8] Nadar, FX. 2009. *Pragmatik & Penelitian Pragmatik*. Yogyakarta: Graha Ilmu.
- [9] R, Yayuk Eny. 2005. "Karakteristik Pemakaian Bahasa dalam Spanduk Kampanye Pemilihan Kepala Daerah di Yogyakarta". Makalah pada FBS Universitas Negeri Yogyakarta.

- [10] Rohmadi, Muhamad. 2004. *Pragmatik Teori dan Analisis*. Yogyakarta: Lingkar Media.
- [11] Sianturi, Lidi Waty. 2011. “Implikatur dalam Wacana Kampanye Politik Pemilihan Walikota dan Wakil Walikota Medan Periode 2010–2015”. Skripsi pada Universitas Sumatera Utara.
- [12] Soemarmo. 1987. “Pragmatik dan Perkembangan Mutakhirnya”. Makalah pada Seminar Tahunan Universitas Atmajaya.
- [13] Sudaryanto. 1986. *Metode Linguistik: Bagian Pertama Ke Arah Memahami Metode Linguistik*. Yogyakarta: Gadjah Mada University Press.
- [14] Sudaryanto. 1993. *Metode dan Teknik Analisis Bahasa*. Yogyakarta: Duta Wacana Press.
- [15] Wijana, I Dewa Putu. 1996. *Dasar-Dasar Pragmatik*. Yogyakarta: Andi
- [16] Wijaya, Marlina dan Euis Honiatri. 1997. *Intisari Tata Bahasa Indonesia Untuk SLTP*. Bandung: Pustaka Setia.
- [17] Yule, George. 2006. *Pragmatik*. Terj. Indah Fajar Wahyuni. Yogyakarta: Pustaka Pelajar.
- [18] Tim Redaksi. 2013. “KPU Tetapkan Ganjar sebagai Gubernur Jateng”. <http://www.tempo.co>, accessed on August 20, 2013.
- [19] <http://www.kpu-jatengprov.go.id>
- [20] <http://www.ganjarheru.net>.