

THE SENTENCE STYLE IN SUSILO BAMBANG YUDHOYONO SPEECH

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ABSTRACT

This study examines the thoughts and ideas of Susilo Bambang Yudhoyono (SBY) through sentence style that was found in his speeches when he became the president of Indonesia. The discussion of this study was divided into two main parts, namely pronouns and word order. The results showed that the speech materials in general were the topics about democratic change in Indonesia which was getting better. This idea was composed by a specific syntactical form to make his ideas stand out and display a good image, while the weakness was obscured or hidden. The pronouns were used interchangeably between singular and plural. Singular pronoun, the word I was used when Yudhoyono proposed an offered concept, while the first person plural pronouns, like them, us, and we were used when he argued that the responsibility for solving various problems faced by all parties. The rhetoric in terms of word order can be seen from the use of active and passive forms of sentence. Active sentence was used when the group suggested excellence and help accentuate the parties to act, while the passive voice was used to obscure or eliminate the subject or principals contained in the sentence. Likewise with nominalization, this shape helped the omission of the subject by changing verb into noun. Nominalizations make a subject in a sentence that should be responsible can be eliminated.

Keywords: sentence, style, speech

1. INTRODUCTION

One of the supporting successes in defending leadership time in the democratic era is the skill in communicating ideas, thoughts, and mind to the community. Without good communication, many negative responds toward the policy will sprung. The brilliance in delivering speech is a major instrument to influence the mass. Language is used to convince others. This skill usually acquired by a notable or statesman such as the presidents (Luhukay, 2007: 52). The president's state speech can be used to convey various success that has been achieved during his govern to maintain the supports from the community in running the government.

Traditional political discourse has always been below the “rhetoric” label. Dijk (1995: 34) set out that special argument, special form, and metaphor style have traditionally related to political texts. Therefore, the general definition for political discourse such as rambling, hyperbolic, dishonesty, and immorality are sometimes simplified to negative label “rhetoric”. Ratna (2009: 26) added, rhetoric is the art and theory of public speaking. In wider context, rhetoric defined as art, domination technique which and language use at the same time, both spoken and written.

Davidson (1967: 191) analyzed rhetoric by facing the word combination effect rather than pure formal relation. The rhetoric analysis is done by “pointing” to the sentence. The analysis is done by observing the sentences carefully, observing how they were placed together, identifying major concern, and trying to decide how they become protrusive. Based on that, the sentence building which banging the words or phrases will be find. Besides, rhetoric analyses also involve various type or word order trait study. As a part to decide what to contribute in the sentence, then it is important to learn the position with its reference to the other sentence and its placement in word order. Rhetoric analysis also regard word grouping in rhetoric classification, based on whether the structure is free, periodical, balance, or whether trying to “separate” or “unite” the details, or whether using humble style or complicated one.

Rhetoric use (Davidson, 1967: 188) in sentence will push a higher control rather than through grammar. If grammar is the law of language, rhetoric is the art of language. If grammar shows what is right, rhetoric shows what is effective and satisfy. Grammar leads to correct form, while rhetoric leads to style.

Rhetoric texts basically aim to influence, arouse, and convince so that it will cause an action (Ratna, 2009: 226). Ehninger (1974: 59) stated that mostly speeches aimed to convince the listener. They always ask the listener to agree with the speaker. They can shape the opinion by judging and sometimes changing the action of those who are included as their authority. Although the main target in speaking/ speech is to win the acceptance of the speaker point of view, to earn this goal, the speaker should maintain the intention or additional intermediary,

such as: providing the listener a motif to be believed or acted, show how the support of the speaker demand is beneficial, and convince them about the factual truth, the morality heard, or the practicality that stick to the demand which is presented to the listener (Ehninger, 1974: 291).

Susilo Bambang Yudhoyono has the experience in writing speeches before serving as a president. Ani Yudhoyono, (Endah, 2010: 334) SBY's spouse, in her biography explained that in the early half decade 90-an SBY was once became a speech writer for the Joint Chiefs of Staffs, General Edi Sudrajat and Vice joints Chief of Staffs General Lieutenant Wismoyo Arismunandar. The duty was held by SBY when he served as Officer Information Service Expert Staff Coordinator. It makes him quite conscientious in the writing process. The experience on certain occasion was re-used by SBY to write his own speech. When the ex-second president, Soeharto, passed away, Ani Yudhoyono (in Djalal, 2009: 104) also explained that SBY wrote his own speech which he delivered in the funeral. Each word that came out have previously been counted, realizing the importance of the speech historical meaning to Indonesia and International in the future. In one of his article entitled *Teliti Terhadap Detail*, Djalal (2009: 140-149) who has been the Presidential Special Staff double speech writer at once, stated that SBY was very thorough toward his speech detail. It is shown by his involvement in designing the speech substance and material. In his speech that was spoken in a small forum, the speech draft was at first written by the speech writer. After the draft finished, SBY would check it carefully, erased an in-appropriate word or, questioning the assumption and argumentation, also added necessary elements. The process was repeated for three times. On the contrary to speech that would be spoken in bigger forum, the preparation would be done in weeks, even months before. This matter can be observed at the annual session of the general assembly of PBB on 2005 September. This session caught on huge international attention because it discussed PBB reformation. Far before, SBY had created a task cluster to discuss important themes and formulate the important elements in the speech; Realizing that the speech will be spoken in international organization meeting forum.

This research is interesting to be studied because SBY is a president who is successful in maintaining two period of his services. President speech is one of president means to communicate his thoughts in running the government. This research proposes how rhetoric in syntaxes level which is used by SBY during his governs. Based on various considerations, the researcher entitled this research, *Syntaxes Rhetoric Form in president Speech*.

2. METHOD

The data source in this research was taken from Speech compilations book of Susilo Bambang Yudhoyono, who was serving as a president, which compiled in a book entitled *Indonesia Unggul*. The state speeches which can be found in the book are 21 in total and were deliver in 2005 to 2006. The amounts of the speeches that are used as the research are 10. The objects are chosen based on the chosen theme, which is democraton. The collected data will be put in two main part, they are Promina and word order. The word discussion will be divided into three, active sentences, passive sentences, and nominalization.

3. DISCUSSION

3.1 Syntaxes Rhetoric in Speech

Syntaxes in its general definition (Kridalaksana, 2011: 223) means as setting and relation between word and word, unit and a bigger unit, or between bigger units in language. The smallest unit in this field is word. Political manipulation also used in this syntaxes level. Dijk (1995: 33) elaborated it in types such as pronominal usage, word order variation, the usage of special syntaxes category, active and passive construction, nominalization, attachment or integration of clauses, and other ways that express the ultimate meaning in sentence structure.

SBY wrote a certain sentence structure to achieve the expected goal. In his speech, SBY can hide the responsible subject or performer and in reverse, can pre-dominate the subject through certain order of word in a sentence. This predomination is done if the problem that arise, talks about the kindness he has and hide it if it arises the matter that he has. This structure can be discussed through two main elements; they are Promina and word order.

3.2 Promina as Determining Subject

Promina is the word used to refer to other nominee (Alwi et al., 2003: 249). This element is a media used by communicator to show someone's position in a text (Eriyanto, 2009:253). The discussed Promina are first person promina and third. Singular Promina is used to raise the SBY personal kindness, while Plural promina is used to stand out his party's. The writer used first person Promina when he brings up a concept to be offered, but used Plural first person promina to address a problem that is being faced or effort that is needed to be done. Besides, the writer also used third person Promina to refer to the party outside of his.

In the Promina level, the analysis is focus on words such as *they*, *us*, and so on. The use of plural political form of *kita* has many political position implication, alliance, solidarity, and sociopolitical position of the speaker. Depend on the grouping relevance constructed in the context at that moment. In this matter, Promina is a typical deixis for political contexts and its category.

Singular first person Promina that is used in this speech presented in quite often frequency. SBY use the word "*saya*" to show the issue related to his personal beliefs. Yet, SBY also often use plural first person Promina in inclusive form. The word that is used is "*kita*". This Promina is chosen when the writer intended to invite the listener or shows that the issue which is happening is a universal issue that need to be solved. The preposition observed in this research is:

Jika kita benar-benar ingin mentransformasikan Indonesia, saya yakin bahwa kita harus melengkapi demokrasi, proses reformasi, dan tata kelola pemerintahan kita dengan apa yang saya sebut sebagai "budaya unggul" (Yudhoyono, 2008: 8).

In this text SBY chose the word "*saya*" when he wanted to express his personal opinion and chose the word "*kita*" when he showed that the one who responsible for the task is all parties, that is all Indonesian. The word "*saya*" is chosen for this word is a formal form that is used in formal speaking and represent that the one who has the idea is SBY, while the word "*kita*" is chosen because this word is an inclusive, that not only embrace the writer but also the reader and other

party. The use of “*kita*” also makes the reader positioned as part of the writer party. In the text, SBY offers concept that he thinks as the solution to make Indonesia a better place. Even though, the one who responsible to do it is all parties, not SBY only.

SBY also uses pronominee “*kita*” when he addressed an issue that is being faced. Preposition observed as such:

Kita mengalami krisis finansial, keresahan sosial, krisis hokum, ketidakstabilan politik, konflik etnis, tantangan separatisme yang terus berlangsung serangan teroris, polio, gempa bumi, tsunami, meningkatnya harga minyak, flu burung, dan sederet permasalahan lainnya (Yudhoyono, 2008: 9)

In this text, SBY choses the word “*kita*” to presents that the issues which occurred are universal issues. Through this word, the reader is positioned as the third party who also experience all issues that happens in Indonesia such as financial crisis, political instability, ethnic conflict, separatism challenge, polio, earthquake, tsunami, the increase of oil prices, H501 (Avian Influenza), and others. This thing is done so that the readers realize that these issues are not merely the government responsibility, the reader also need to think and involved in solving it.

3.3 Word Order

The other syntaxes variety is word order. This form usually has two political function, they are to emphasize or to unbind word and phrase through a flagrant placement or not. Syntactic topicalitation by preceding a word can draw the specific attention on the word and by following the ideology circle can also emphasize *our good* and *their bad*.

Sentence pattern has political goal. Sentence form will decide who is explaining and who is being explained. In this level of sentence, it can be seen through the subject order (that explain) and object (that being explained). This sentence order also can erase the responsible party in a statement. In active sentence, someone become the subject of the statement, while in passive,

someone become the object of the statement (Eriyanto, 2009: 251). Then again, the writer can erase the subject in passive and raise the subject in active. The use of nominalizations can also make the responsible party is missing. The writer used one of the several word order to protrusive the goodness he has or blur the weakness of his side.

3.4 Active Sentence Form

If subject of a sentence is the person of which his act indicated by the predicate, the sentence is called active sentence (Sugono, 2009: 118). SBY used active sentence when he presents his party's kindness. Active sentence pattern shows to stand out the active party. Text that this matter is:

Asia Tenggara merupakan salah satu kawasan di dunia yang paling sukses melakukan transformasi (Yudhoyono, 2008: 57).

In this text SBY used active pattern to present his ideas. This proposition put forward Asia Tenggara that is being claimed by SBY as the successful regions in doing transformation. The proposition after explains more about what the success is meant. This preposition related to much goodness that owned by the party, those are: the countries in Asia Tenggara who are the listener of this speech. For the reason, the success that is achieved by ASEAN in doing transformation became part that is highlighted by the writer through this proposition. The use of this form also makes the party or the intended performer can be seen clearly because it is placed in the beginning of the sentence. This party is mentioned by SBY as successful regions in doing transformation. Asia Tenggara as Indonesian location and other ASEAN countries can be seen clearly so the successful regions in doing the transformation become stand out. The elements such as party or performer, the action done, and the events occurred become clearly seen through this sentence form.

3.5 Passive Sentence Pattern

If subject of a sentence is not acted as performer, but as target of the action which stated by predicate, the sentence is called passive sentence (Sugono, 2009:122). In contrast to active sentence pattern, the passive sentence pattern is used to blur or

erase the subject or performer that can be found in the sentence. SBY can erase the subject when he used passive sentence form. The proposition that is observed:

Pancasila sering dilihat berhadapan dengan ideology global, dalam tanda kutip (Yudhoyono, 2008: 36)

This text used passive sentence pattern. In this proposition, SBY do not have to mention who the subject he was talking about. Through this form, the matter that he stands out more is the event, that there is a notion that Pancasila always faced with global ideology. Even though, the party that has the notion does not mention clearly. This matter is related to several propositions before and after. Most of the speech is always use plural inclusive first person Promina, that is “*kita*”. The use of the word makes the reader positioned as part of the writer party. The party who has the notion is actually Indonesia society who are always become part of the speaker’s party, who is SBY himself. Therefore, if the party is mention clearly, indirectly, the writer is talking bad about his own party. This is because of the proposition after, the writer did not object globalization, and moreover, he agreed that it happen in Indonesia. So, the more emphasized issue in the text is the event, that there is the notion, instead of the party.

3.6 Nominalization

Nominalization has the same goal as passive sentence form, it hides certain subject. The use of nominalization will make the responsible party is missing. Nominalization is a form of transforming verb into noun (Eriyanto, 2009: 175). The use of nominalization will make the responsible party is missing. SBY used nominalization form in his speeches. Proposition that can be observed is:

Panggilan reformasi merupakan panggilan sejarah bagi generasi ini, sebagaimana seruan kemerdekaan merupakan panggilan bagi pendiri bangsa kita (Yudhoyono, 2008: 5)

In this text, SBY used nominalization form. This form changes meaningless words into meaningful event verb. This sentence form does not need subject presents. This event is described a definite issue because it is supported by the condition joint. For the reason, the writer does not need to mention who calls for reformation. A different matter happen if the sentence used an active sentence

form. The writer should mention who calls for reformation. This is done to pre-dominate the happening event; Instead of the action and the performer. Through the use of this form, SBY tried to convince that reformation needed today generation to undergo the economic crisis that cause.

4. CONCLUSION

Susilo Bambang Yudhoyono used speech writing rhetoric strategy in syntaxes level to convince the society about his ideas. SBY used sentence writing strategy that stand out his party kindness and blurr the weakness. SBY used active sentence form to pre-dominate the active party. If the message being delivered is about the achieved success, this pattern is used often. Passive sentence form or nominalization used to hide the subject in a sentence. Passive is written by placing the object in the beginning of a sentence so that the subject does not have to show up, while nominalization is created by changing the verb into noun. Both these forms make the subjects do not have to show up so it will pre-dominate the event rather than the performer. SBY used these forms when the message he was delivering is potential for exposing his party to a negative side.

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