

# PERSUASIVE STRATEGIES USED IN JOKOWI'S SPEECH IN HIS GOVERNOR ELECTION CAMPAIGN

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## **ABSTRACT**

This present study is conducted to find out the types of persuasive strategies which were used in Jokowi's speech. This study is aimed to seek the types of persuasive strategies and also the speech function related to the persuasive strategies used by Jokowi. This study is supported by Beebe & Beebe's theory of persuasive strategy (2012) and Holmes theory of speech function (1996). The writer analyzed the speech in a standup comedy used in Jokowi campaign in 5<sup>th</sup> October 2012. The writer found eight characteristics of persuasive strategies that Jokowi used: using evidence to tell a story, considering using appeals to several emotion (hope, courage, pride,) using specific evidence, using appropriate fear appeal, using new evidence, and using concrete example that help your listener visualize what you describe. The writer also found the speech function that related in persuasive strategies in Jokowi's speech as being referential, directive, metalinguistic, expressive, and phatic.

**Keywords:** Persuasive strategy, Speech function.

In our daily lives we also find the condition when we get influenced by or influence others. Influence can be related to persuasion (Larson, 2004, p.4). In our daily lives, people get persuaded through television, newspaper, magazine, politician, family, friends, and etc. Meanwhile, when the persuasive speaker tries to influence their listeners' point of view; he or she will need to think carefully about the way he or she structures her or his message to achieve her or his specific purpose.

On the other hand, when someone uses persuasion usually he or she uses persuasive strategies to attract someone to follow him or her. According to Larson (2004, p.20), persuasive strategy is the overall step by step program for reaching some goal. Strategies rely on tactics, which are the specific kinds of arguments or points the persuader tries to make. Beebe & Beebe (2012), said in persuasive strategy there are some types, using evidence consists of using credible evidence, using new evidence, using specific evidence, and using evidence to tell the story, and using emotion consists of using concrete example that help the listeners or audience visualize what the persuasive speaker describes, using emotion-arguing words, using appropriate metaphor and similes, using appropriate fear appeals, and consider using appeal to several emotions which have some emotion such as hope, pride, courage, reverence.

The writer used Jokowi's speech as the object. Ir. Joko Widodo is also known as Jokowi. He is from Solo and he used to be the mayor of Solo. According to Citizen Journalism, he has the second period to lead Solo as the mayor (2005-2015), but his party supported his candidacy to be the governor of Jakarta. When, he became the mayor in Solo, he had many new innovations. For example, in 2006 Solo became a member of the organization of inheritance city in the world. He also got nomination as one of the best mayor in Asia. Also, his personality is different from other leaders. He is very humble, honest and also cares for people of lower class. Also, it is because Jokowi acknowledges that he cannot give a good speech but from his speech he can influence other people especially Jakarta citizens to choose to vote for him the governor of Jakarta. This encouraged the writer to choose Jokowi's speech in his governor election campaign.

Moreover, since the writer chose Jokowi as the subject, the writer believes that the way people talk or speech have meaning, function, and purpose. According to Holmes (1996, p. 285), we use language differently and it has a purpose. So, there are some functions that may give out when we talk. There are some categories the functions of speech, such as expressive, directive, referential, metalinguistic, poetic, and phatic (Holmes, 1996, p. 286). Furthermore, the purpose is

to know the persuasive strategies used by Jokowi in his speech in the campaign for Jakarta governor. Also, the writer wants to find out the speech functions related to the types of persuasive strategies used by Jokowi's in his campaign speech.

## METHOD

In conducting this research, the writer used qualitative approach. The source of the data was the utterances in Jokowi's speech in the stand up comedy (35 minutes) focusing only in persuasive strategies. This speech was is used on YouTube. The audience who came in this campaign consisted of college students, entrepreneurs, common citizens, etc. Jokowi called the audience as volunteers. So, there were not any formal invitation cards. The writer chose this speech because this campaign delivered Jokowi's Program. .

The writer found the video of Jokowi's speech from You Tube as the source of the data. The writer listened to it several times, and then transcribed it. The writer transcribed the utterance when Jokowi started to give his speech about "Jakarta Program". Then, the writer watched and listened to the video again to make sure that the transcription was accurate to be compared to the recording. Afterward, the writer started to identify the persuasive strategies from the transcription and underlines those utterances. Also, the writer provided guesses in translating the data. The writer analyzed, classified them into a prepared table to make the writer easier to analyze. Then, based on the table the writer analyze and identified which utterances could be categories as the types of persuasive strategies and speech function based on Beebe & Beebe (2012) and Holmes (1996). Also, the writer calculated the data and presented the result in the next chapter.

## FINDINGS AND DISCUSSION

The table below showed that there were eight from twelve types of persuasive strategies that were used by Jokowi. They used new evidence, use specific evidence, use evidence to tell a story, use concrete examples that help your listeners visualize what you describe, use appropriate fear appeals, consider using appeals emotion; hope, pride, and courage.

Table 1. The Types of Persuasive Strategies Used in Jokowi's Speech in Stand up Comedy

Persuasive Strategy		Total
<b>1. Using Evidence Effectively</b>		
	Use Credible Evidence	-
	Use New Evidence	4 (6,1%)
	Use Specific Evidence	6 (9,1%)
	Use Evidence to Tell a Story	34 (51,5%)
<b>2. Using Emotion to Persuade</b>		
	Use Concrete Examples that Help your listener or audience visualize what the persuasive speaker describe	1 (1,5%)
	Use Emotion-Arousing Word	-
	Use Appropriate Metaphors and Similes	-
	Use Appropriate Fear Appeal	4 (6,1%)
Consider Using Appeals to Several Emotions		
	Hope	13 (19,7%)
	Pride	2 (3%)
	Courage	2 (3%)
	Reverence	-

The writer discusses it from the most frequency occurring persuasive strategy:

a. Use Evidence to tell a story

The most frequency used by Jokowi's speech in stand up comedy is "use evidence to tell a story". This characteristic occurred 34 (51,5%) times from the total number of 66 persuasive strategies. The evidence to tell a story that can be found in this research when Jokowi used facts, examples, statistics, and opinion. It can be seen on his speech:

- *Yang kedua, aka ada kartu Jakarta pintar seperti ini, saya lihat, jangan ada yang ngomong-ngomong lagi lah, sekarang sudah ada gratis dari SD samapai SMA? Mana? Di Jakarta utara coba sisir, yang DO di SMP, SMA, SMK banyak skali kok gak bisa melanjutkan sekolah kok. Padahal anggarannya hampir 1,4 triliun. Saya gak bisa habis berpikir duit segede itu gak bisa menyelesaikan masalah*

Second, there will Jakarta smart card like this, I see, do not have to say anything that now is free from elementary school until high school? Where? In northern Jakarta I am trying to look, there are many drop outs in junior high school, high school, they cannot continue to go to school. Whereas the budget is nearly 1,4 trillion. I cannot think that money, it cannot solve the problem (51)

The speech above shows that Jokowi often used persuasive strategy by using evidence to tell a story, such as he used opinion, fact, example from his experience, and statistic data. So, when Jokowi gave his opinion ("do not have to say anything that now free from elementary school until high school? Where?"), then he gave an example from his experience because he had already observed the condition in Jakarta ("In northern Jakarta I am trying to look, there are many drop outs in junior high school, high school, they cannot continue to go to school or drop outs") and he also give facts about the budget to solve this problem ("Whereas the budget is nearly 1,4 trillion. I cannot think that money, it can not solve the problem"). It happened because Jokowi wanted to tell them as a whole story that made a strong persuasion. This was supported Beebe & Beebe theory of types of persuasive strategies (2012, p.349). This persuasive strategy should use facts, examples, opinions, statistics that could make the evidence more powerful if they fitted together to tell the story.

b. Hope

The second mostly used strategy by Jokowi is "consider using appeal to several emotion which is hope". This characteristic of persuasive strategy was used as many as 13 (19,7%) times out of the total persuasive strategies. The examples of persuasive strategy in Jokowi's speech is:

- *Sehingga perlu namanya disiapkan sebuah sistem, nanti akan ada namanya kartu seperti ini, kartu Jakarta sehat, ini nanti anak pegang, ibu pegang, bapak pegang, kakek nenek pegang semuanya ini. Dengan kartu ini puskesmas gratis, poliklinik gratis, ke rumah sakit negri, swasta gratis sampek penyakit kanker, cuci darah dilayani dengan kartu ini.*

So it should prepare a system, there will be a card like this, HEALTHY JAKARTA card, children will hold, mothers will hold, fathers hold, grandparents will hold this. With this card to community health center such as local government clinic, polyclinic, a state hospital, private hospital are free until for cancer, dialysis we can use this card.

(46)

From the example above, it can seen that Jokowi often used hope. Jokowi used this strategy because Jokowi had already observed about the conditions in Jakarta. It showed that many problems were mostly related to poor people. Then, Jokowi gave hope, motivation and expectation to them by giving the program that poor people could have better life, brighter future, and make Jakarta better than before. This was supported by Beebe & Beebe theory (2012, p.353) which tells about the types of persuasive strategy in consider using appeal to several emotions.

c. Use specific evidence

The third mostly used persuasive strategy in Jokowi's speech in stand up comedy was "use specific evidence". This type was used 6 (9,1%) times out of the total 66 persuasive strategies. The example of use of specific evidence is follows;

- Satpol PP dilucuti pentungan dan tamengnya, gak boleh gebuki, gak boleh. Nanti saya akan ajari satpol PPnya untuk agar mereka punya ilmu yang namanya intervensi sosial, bagaimana pendekatan kelompok, bagaimana pendekatan individu.

Satpol PP (the law and order police) tools will be disarmed such as their cudgel and shield are not to hit. Later, I will teach Satpol PP for them to have knowledge like social intervention, how to approach a group, how to approach individuals. (56)

From the examples above we can see that Jokowi used specific evidence to tell directly to those people, Jakarta citizens, and Satpol PP (the law and order police) not to practice violence again by giving knowledge to them. This was shown that Jokowi also cared to take a look that details which is may be people who do not know it before or not really care d about it. This evidence is different from the first one because this evidence was not combined with another fact, opinion, example or statistic data to tell a story. In this strategy, just told directly to whom the speaker wanted to say and give some fact or opinion or example or statistic data. This showed that Jokowi used specific evidence accompanied with the department's name. This was supported by Beebe & Beebe theory (2012, p.348) of the types of persuasive strategies.

d. Use appropriate fear appeals

The fourth, Jokowi used "considering use appropriate fear appeal. This characteristic of persuasive strategy was used 4 (6,1%) times out of the total persuasive strategies. The examples of persuasive strategy in Jokowi's speech is as follows:

- Saya delegasikan ke dinas, tapi dinas pasti saya beri tahu "ini saya delegasikan kepada kamu, tapi hati-hati kepercayaan yang saya berikan" saya gitukan pasti.

Kalo kepercayaan ini tidak kamu pakai sebaik-sebaiknya kamu pasti (tangan mengorok leher) saya gitukan. Artinya bukan di sembelih tapi dicopot, bahwa saya tahu semuanya.

*Saya kalo iya= iya, tidak=tidak.*

I delegate to the department, but the department I certainly tell to them "I delegate to you, but you should be responsible with trust that I give to you" I always said that.

If you don't use the trust well, you definitely (hand snoring the neck) I said that. The meaning is not slaughtering but being fired, I know everything.

If I said yes means yes, no means no. (39)

From the examples above, it can be seen that Jokowi also used appropriate fear appeal. This happened maybe Jokowi wanted to show that he was really assertive to those who were acting unfair or against the rule. He would not hesitate to threaten some agency or citizens who do not follow his regulation or rule. It's supported Beebe and Beebe theory of the types of persuasive strategy (2012, p.353).

e. Use new evidence

Last but not least, persuasive strategy used in Jokowi's speech in stand up comedy was "use new evidence". This type was used 4 (6,1%) times out of the total 66 persuasive strategies. The examples of specific evidence is follows;

- Saya melihat sebetulnya tidak sulit-sulit amat begitu.

Disini duitnya ada, saudara harus tahu bahwa anggaran selama 5 tahun menjadi gubernur 140 triliun besar sekali,

I see that is not difficult. Here, there is the money that comrade should know that the budget during 5 years the governor's is 140 trillion, very big.

(16)

From the examples above, it can be seen that Jokowi also used new evidence. Jokowi used this strategy because Jokowi wanted to show that he had the integrity and was open to the Jakarta citizens of the things that had to be kept secret by other leaders especially about the budget and he also assumed that the Jakarta citizens never heard before. This was a strong persuasion because the audience will trust him to lead Jakarta. This was supported by Beebe & Beebe theory of the types of persuasive strategy (2012, p.348).

f. Others (Courage, pride and use concrete example that help the listener visualize what persuasive speaker describe)

The least, Jokowi used three types. This characteristic of persuasive strategy was used 2 (3%) times (courage and pride ) and used 1 (1,5%) times (pride and use concrete example that help the listener visualize what persuasive speaker describe) out of the total persuasive strategies. The examples of each persuasive strategy in Jokowi’s speech are:

- Courage
  - Artinya apa? Kekuasaan digunakan dengan hal yang baik kekuasaan dipakai untuk memperbaiki, untuk mensejahterakan, bukan untuk dipakai untuk cari uang, untuk cari duit, ndak!  
What does it mean? Power should be used to good things to improve, to prosper, not to be used to make money, not to earn money; no! (50)
- Pride
  - Yang saya senang, rellbus ini yang saya senang ini buatan dalam negeri, buatan INKA, saya selalu konsern dengan produk dalam negeri senang, saya senang.  
What I’m happy, I’m happy with this railbus is that domestic-product, INKA-made, I am always concerned with domestic product, I am happy. (35)
  - use concrete example that helped the listener visualize what the persuasive speaker describe
  - Kemudian, yang busway jalur padat di gantikan rellbus koridornya semua di penuhi, monorelnya segeran diputuskan, dikerjakan, kemudian subwaynya juga segera dikerjakan dan di kawal.  
Harus dikawal, orang kerja di lapangan itu harus di kawal, kalo gak di kawal itu belak-belok ora rampung-rampung.  
Then, in the crowded routes all of the busway will be replaced by railbus or MRT and all corridors will be covered, soon the monorail was realized, to be prepared, then also the subway also will be prepared and evaluated.  
It should be evaluated it, people working in the field should be evaluated, if it’s not in the guard there many deviations and not never being completed.

From the examples above, it can be seen that Jokowi also used consider using appeals to several emotions “courage”. This courage is to challenge the audience and another leader to do the same things like him by using the power appropriately. So, Jokowi intended not just challenge but also to take an action and be a good leader and society. Then, consider using appeals to several emotions “pride” with emphasize this sentence “INKA-made, I am always concerned with domestic product, I am happy. It shows that Jokowi has sense of national pride, he loved his country This was also a good persuasion by raising the theme of nationalism. Also, use concrete example can help the listener visualize what the persuasive speaker described, Jokowi also wanted the audience to visualize what would happen or why he did that. his was supported by Beebe & Beebe theory of the types of persuasive strategy (2012, p.352-354).

- g. Use credible evidence, use emotion-arguing word, use appropriate metaphor and similes, and reverence

In the research, this type of persuasive strategy cannot be found. Jokowi did not use is type when he delivered his speech.

The second table below showed there are 5 from 6 types of speech function related to persuasive strategies used in Jokowi’s speech. They were expressive, directive, referential, metalinguistic, and phatic.

Table 2. The Total of Speech Function Related to Persuasive Strategies Used in Stand up Comedy

Speech Function Persuasive Strategy	Ex		Di		Re		Me		Po		Ph	
	n	%	n	%	N	%	n	%	N	%	n	%
1. Using Evidence Effectively												
Use Credible Evidence	-	-	-	-	-	-	-	-	-	-	-	-
Use New Evidence	-	-	-	-	4	6,1	-	-	-	-	-	-

Use Specific Evidence	-	-	-	-	4	6,1	1	1,5	-	-	-	-
Use Evidence to Tell a Story	3	1,5	-	-	32	48,5	1	1,5	-	-	-	-
2. Using Emotion to Persuade												
Use Concrete Examples that Help your listener or audience visualize what the persuasive speaker describe	-	-	-	-	1	1,5	-	-	-	-	-	-
Use Emotion-Arousing Word	-	-	-	-	-	-	-	-	-	-	-	-
Use Appropriate Metaphors and Similes	-	-	-	-	-	-	-	-	-	-	-	-
Use Appropriate Fear Appeals	-	-	1	1,5	2	3	1	1,5	-	-	-	-
Consider Using Appeals to Several Emotions												
Hope	-	-	1	1,5	9	14	1	1,5	-	-	2	3
Pride	2	3	-	-	-	-	-	-	-	-	-	-
Courage	-	-	-	-	2	3	-	-	-	-	-	-
Reverence	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	5	7,5	2	3	54	82	4	6	-	-	2	3

Then, the writer discusses it from the main factor until the fewer factors related to persuasive strategies..

a. Referential dominantly affects the activity in doing persuasive strategies. The percentage of referential of Jokowi's speech is 48,5%. This was show, in example bellows;

- Konsep baru dari UN. Ini dunia sudah membalikkan. Bahwa kota yang sehat adalah kota yang banyak penjalan kakinya, Kota yang sehat adalah kota yng banyak penghijauan, pendestrian, trotar dll.

The new concept from UN. The world has been turning. The healthy city is the city has many pedestrians. The healthy is the city has greening, pedestrians, and sidewalk.

(11)

According to Holmes (1996, p.284), the meaning of referential itself is that the utterance provides the information. The underlined sentences show that use new evidence (11) has facts. Meanwhile, the fact there is represented by the function of speech, because the sentence has information. So, the speech function is giving the information while jokowi used persuasive strategies. That is why both of these theories were related to each other.

b. Expressive is the other significant factor that affects the activity in persuasive strategies. The percentage of expressive is 7,5%. It can be shown in the example bellow;

- Yang saya seneng, rellbus ini yang saya seneng ini buatan dalam negeri, buatan INKA, saya selalu konsern dengan produk dalam negeri, saya seneng.

What I'm happy, I'm happy this relbus is made in the country, INKA-made, I always concerned with domestic product, I am happy.

(35)

Holmes(1996, p.284) said expressive is that the utterance expresses the speaker's feeling. This is proven from the example above. The underlined sentences show that the speech function is related to the persuasive strategies because the function is to express his feeling while giving persuasive strategies.

c. Metalinguistic is the other factors that influence the activity in persuasive strategies. The percentage is 6%. It can be shown from example bellow;

- GRIDLOCK yaitu macet total bapak- ibu  
gridlock is gridlocked Mr. or Mrs

(22, line 1)

Metalinguistic is an utterance that comments on the language itself (Holmes, 1996, p.184). From the example above it obvious that Jokowi used appropriate fear appeals (22). This strategy was related to speech function. It can be shown from in sentences that comments on the language.

d. Directive is the speech function that influenced the persuasive strategies used by Jokowi. The percentage of directive was 3%. It can be shown in the example bellow:

- *Saya delegasikan ke dinas, tapi dinas pasti saya beri tahu "ini saya delegasikan kepada kamu, tapi hati-hati kepercayaan yang saya berikan" saya gitukan pasti.*  
I delegate to the department, but I certainly tell them "I delegate to you, but you should be responsible for the trust that I give to you" I must have done that.

(39, line 1-2)

According to Holmes (1996, p.284), directive is the utterance that attempts to make someone to do something. This can be proven on the example above. The strategies related with the speech function was use appropriate fear appeals. It can be shown in this sentence by giving emphasis on that word: you should be responsible for the trust that I give to you". So, when Jokowi used this strategy that was related to speech function that was directive showed that Jokowi told to some people what they had to do.

e. Phatic is the last speech function used by Jokowi. The percentage was 3%. It can be shown in the example below;

- *Sehingga kita harus memperbaiki Jakarta, membuat Jakarta lebih baik.*

So, we should improved Jakarta, make Jakarta better (2)

Phatic is the utterance that expresses on solidarity and empathy with others (Holmes, 1996, p.284). Maybe it is not really obvious from the example above but Holmes (1996, p.285) said that phatic function conveys an affective or social message. So, based on that statement, the writer put both sentences in phatic function. Both the sentences showed that Jokowi gave persuasive strategies by giving the social message.

## CONCLUSION

The findings of this research showed most of types of persuasive strategies found in Jokowi's speech in his campaign. It might be related to Jokowi's belief that want to persuade the Jakarta citizens to choose him. Moreover, while Jokowi used persuasive strategies, the speech function also worked. It showed the relatedon of both the theories. That was why persuasive strategies and speech function could be related in Jokowi's speech in his campaign.

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