

Power And Self Image Through Transitivity And Modality: Systemic Functional Linguistic Approach

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Abstract: The aim of this research was to investigate the transitivity and the modality used by the president of Indonesia “Jokowi”. I wanted to find out the power and the image of the president through the analysis of his utterances and answered the relation between social and context. I analyzed two speeches. I took the speech texts from Rappler.com. It was an online news site. I analyzed the data by using Halliday’s theory of Systemic Functional Linguistics. There were three findings in this research namely: 1) the word ‘say’ as the verbal process could be also as the example for behavioral process but it needed more explanation that it was verbal in action; 2) The most common process types used by Jokowi were material process, relational process, and mental process. 3) The biggest part of speech 1 and speech 2 were in the level of median politeness.

Keyword: Transitivity, Modality, Systemic Functional Linguistics, Power, Self Image

Introduction

I had a great interest to know further about the face of my leader in my beloved country, especially for the president of Indonesia now, who is well known to be called Jokowi (Joko Widodo). I am sure that his words represented his image. The aim of this research was to analyze his speech in the terms of transitivity and modality to get the functional meeting. I only focus on the analysis of transitivity, and the modality used by Jokowi.

I am sure, systematic functional grammar. Naturally, the speech text was in the formal form. This research also answered the relation between social context and language in the form of representation or symbolization. Jokowi was called as the resource of the meaning and language or as the meaning maker. The systemic was the language constructed by the speaker. The function was the language used to achieve the social goal. Halliday cited in Wang, 2010 stated that the systemic functional linguistics can be used to get the relation between language and its power. After conducting this research, I would like to give contribution on the theory of critical discourse analysis to give the understanding in political speech for its purpose, its power, and its speaker's image. It would be very important because the leader gave the good or bad example in expressing his ideology by uttering something. I took two controversial speeches delivered by Jokowi. The first sample speech was about his ideas that he needed other countries to invest in Indonesia and the problems faced by Indonesia especially about minimal budget. In the second sample speech was about his success in improving the economy and infrastructure in Indonesia and but still had the same desire to ask the people to invest in Indonesia. I took the speech texts from Rappler.com. It was an online news site based in Philippines with a bureau in Jakarta. It was news website in the Philippines to extensively use online multimedia for news distribution. Rappler.com was organized globally by Plus Social Good, the UNDP, and the Bill & Melinda Gates Foundation.

I had reviewed some journals related with the critical discourse such as Wang (2010).¹ She stated that based on the functional grammar theory, the features of Obama's speech were simple, short, and easy to be understood. The image was he was sure that he told the truth, he had a great confidence, he expressed a religious belief. What she had not been done was the leader in a developing country like in Indonesia. The second

¹ Junling Wang, "A Critical Discourse Analysis of Barack Obama's Speeches", in *Journal of Language Teaching and Research*, (May 2010), Vol. 1, No. 3, 254-261, <http://www.academypublication.com/issues/past/jltr/vol01/03/12.pdf>.

article was from Budiwati (2011).² She focused on analyzing discourse about gender. She concluded that men were the representation of success, active participant in marriage and sexuality. Women had an important role in domestic range, women were as negative conditional statement, there was no balance in the position or level between men and women. The third article was Setiawan (2011).³ He talked about the violence in gender base in a newspaper *Suara Merdeka* and he stated that it was aware of women's position. Both of Budiwati and Setiawan had conducted research on comparing the different genders, but I here would focus on the male leadership. Lesmana (2017)⁴ discussed about Islamic politics in Abdul Rashid's perspective, he used the Islamic theory to analyze it but I used another way namely formal form of its transitivity and modality. So, the research gaps here were this article focused on the Indonesian leader in the terms of transitivity and modality and the way of the male leadership. Based on the research gap, I could make a research question. the research question was how was the analysis of Jokowi's utterance in the terms of transitivity and modality. My research would give a positive contribution in giving information about his ideas, his ideology, his belief, and his power in delivering a speech. The limitation of this research was only on Jokowi's speech in international events.

This research applied descriptive qualitative research. This research had some characteristics such as general, flexible, and overt in changing in the field (Lincoln and Guba, 1985;⁵ Creswell, 2008).⁶ Some

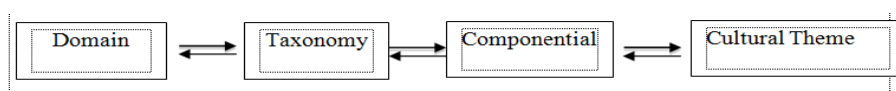
² Tri Rina Budiwati, "Representasi Wacana Gender dalam Ungkapan Berbahasa Indonesia dan Bahasa Inggris: Analisis Wacana Kritis", dalam *KAWISTARA: Jurnal Sosial dan Humaniora*, (Desember 2011), Vol. 1, No. 3, 298-310, <https://jurnal.ugm.ac.id/kawistara/artide/download/3926/3207>, diakses 1 Mei 2017.

³ Yulianto Budi Setiawan, "Analisis Wacana Kritis Pemberitaan Kekerasan Berbasis Gender di Surat Kabar Harian Suara Merdeka", dalam *MAKNA: Jurnal Ilmiah Komunikasi*, (Pebruari 2011), Vol. 2 No. 1, 13-20, <http://jurnal.unissula.ac.id/index.php/makna/article/download/99/76>.

⁴ Hendra Lesmana, "Bingkai Politik Islam dalam Perspektif Abdul Rashid Moten: Suatu Upaya Membentuk Ummah", dalam *Jurnal LENTERA: Kajian Keagamaan, Keilmuan dan Teknologi*, Vol. 3, No. 1, (Maret 2017), 152-163, <http://ejournal.staimnglawak.ac.id/index.php/lentera/article/view/77/52>.

⁵ Y. S. Lincoln and E. G. Guba, *Naturalistic Inquiry* (Beverly Hills: Sage Publication, 1985).

stages were implemented to determine the paradigm correctly to focus on what would be investigated, to decide the relevant theories, the data source, research procedure, instruments, data collection, coding, and logistic (Goetz and LeCompte, 1984;⁷ Marshall and Rossman, 1995).⁸ I used secondary data in the form of document because I took directly the speech to support my investigation. It was allowed because it was difficult to get the data directly (Blaxter, Hughes, & Thight, 2006).⁹ For the validity, I used triangulation of data source (speech for international event held in Indonesia and in China with the quantity of transitivity and modality used in each of the different speech) and theory triangulation by using systemic functional linguistics. The data collection was by using the document or content analysis. I used the numbers for showing the order of the number. Inductively, I analyzed the data while I was collecting the data. I put it into the right place then classified it. I related all the categories in the matrix, found a cultural theme and I interpreted it into bigger context (Lincoln & Guba, 1985;¹⁰ Sutopo, 2002).¹¹ Spradley (1980)¹² suggested to analyze the document or content analysis was used to analyze the document content in the field the decide the coding and categorization (Grbich, 2007).¹³ Here is the analysis model.



⁶ J. W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research* (Upper Saddle River: Pearson, 2008).

⁷ J. P. Goetz and M. D. LeCompte, *Ethnography and Qualitative Design in Educational Research* (Orlando: Academic Press Inc, 1984).

⁸ Marshall, C., & Rossman, G. B., *Designing Qualitative Research* (2nd ed.) (Thousand Oaks: Sage Publication, 1995).

⁹ L. Blaxter, C. Hughes, and Thight, *How to Research: Seluk-Beluk Melakukan Research* (Jakarta: Gramedia, 2006).

¹⁰ Lincoln, *Naturalistic Inquiry*.

¹¹ H. B. Sutopo, *Metodologi Penelitian Kualitatif: Dasar Teori dan Terapannya dalam Penelitian (Qualitative Research Methodology: Basic Theories and their Application to Research)* (Surakarta: Sebelas Maret University Press, 2002).

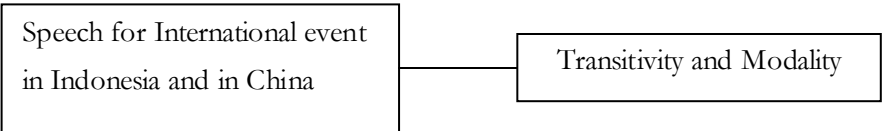
¹² J. P. Spradely, *Participant Observation* (New York: Holt, Rinehart and Winston, 1980).

¹³ Carol Grbich, *Qualitative Data Analysis: An Introduction* (London: Sage Publication, 2007).

Picture 1. Analysis model according to Spradley (adapted from Spradley, 1980)¹⁴

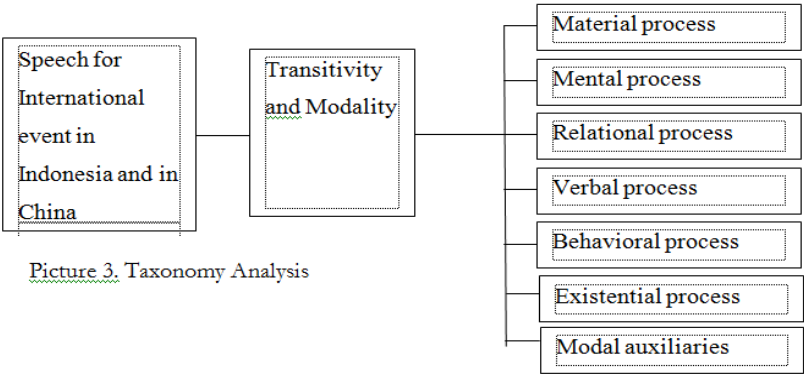
Discussion

To analyze the data, I arranged the data into its domain, its taxonomy, its componential, and its cultural theme. The domain was the big structure of the data, the taxonomy was the reduction of the data, the componential was the relation among the aspects, and the cultural theme was the analysis to find the ‘theory’ as a grounded theory. Here is the further description:



Picture 2. Domain Analysis

While, the taxonomy analysis was showed in this picture to show the data reduction:



Picture 3. Taxonomy Analysis

¹⁴ Spradley, *Participant Observation*.

I adapted the transitivity analysis of the process types from (Wang, 2010)¹⁵ showed in table 1 below:

Process Types	Core Meaning	Participant
material	doing (transitive)	actor, process, goal
	happening (intransitive)	actor, process
	passive	goal, process, actor
	dispositive recipient	actor, process, recipient, goal
	dispositive client	actor, process, client, goal
	with range	actor, process, range
mental	sensing	senser, process, phenomenon
verbal	saying	sayer, verbiage, receiver
behavioral	behaving-verbal	behavior, receiver, verbiage
	behaving-mental	behavior, phenomenon
relational	being	carrier, attribute
	process	token, process, value
existential	existing	process, existent, circumstance

(Adapted from Wang, 2010)¹⁶

I could decide the componential analysis of sample speech 1 in this following table 2:

Domain	Total	material	mental	relational	verbal	behavioral	existential
In	Σ 77	17	25	26	2	6	1
Indonesia	% 100	22	32	34	3	8	1
in China	Σ 51	24	10	15	1	1	0
	% 100	47	20	29	2	2	0

Analysis on transitivity of sample speech 1 was on this table 3:

Process	Utterances
Material	the picture shows you our map of Indonesia; as you know; the picture shows our Jakarta Port, Tanjung Priok port; many investors, a lot of investors, when they come to me; I will

¹⁵ Wang, "A Critical Discourse Analysis of Barack Obama's Speeches".

¹⁶ Ibid.

	push my ministers, my governors, my mayors, to help clear this problem; so last year I invite them; I go to them; then I invite them to lunch and dinner; I invite them; that can help you that will serve you that will facilitate you that will give you your business permit; we are waiting for you to come to Indonesia; we are waiting for you to invest in Indonesia; We have started in Jakarta last year; started 15 years ago but was stopped 8 years ago; the problem is cleared
Mental	because you know I was a businessman years ago; and imagine; so we want to channel our fuel subsidy from consumption to the productive activities; we need seaports and we need deep seaports we need seaports and we need deep seaports we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area; some subsidy we want to channel to the fishermen, to give them boat engines, to give them refrigerators; we want to increase the income of the fishermen; Some fuel subsidy we want to give to micro and small enterprises in the villages; we want to help them raise their working capital; and some subsidy we want to channel to the health program, the education program; and some subsidy we want to channel to infrastructure; we need seaports; and we need deep seaports; we want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island; we plan to build our railway track, railway network; now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island; we want to build our mass transportation in 6 big cities in Indonesia; we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya; we want to build sea toll; we want to build from the west to the east; we hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll; imagine, 25 times; we hope with our sea toll the price in our islands is the same; we need power plants; we need around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones; so, we

	need power plants; principle business permit <i>needs</i> 3 days to process.
Verbal	on behalf of the Indonesian Government and the people of Indonesia, I would like to thank you for coming to my presentation; again on behalf of the Indonesian government and the people of Indonesia, I would like to thank you for your listening (to) my presentation
Behavioral	this morning, I am very happy because we can talk about business, about investment with all of you; now we talk about mass transportation; now we talk about our maritime agenda; most of them they always complain about land acquisition; we talk about the problem; Now we talk business permit.
Relational	Today, I am happy; I am very happy, to be with you; We have a population of 240 million; the distance is like from London in UK to Istanbul in Turkey; we have 17,000 islands. 17,000 islands; Our national budget for 2015 is \$167 billion; for fuel subsidy is \$27 billion; It's huge; we have 17,000 islands; this is your opportunity: 24 seaports and deep seaports; In 2009, the capacity is 3.6 million TEUs a year; our plan in 2017 is around 15 million TEUs a year; This is the potential ports in Indonesia; We have started in Jakarta last year; Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more efficient; the price, the cost of the transportation is more efficient; For example, the price of the cement, one sack cement, in Java island is \$6 per sack cement; in Papua island the price is \$150 per sack cement; This is also your opportunity to invest in this project; I have experience with land acquisition when I was a governor; We have a project; we have a problem here; 1.5 kilometers unfinished; this is me; And now the toll road has been used (starting) 7 month ago; We have national one-stop service office.
Existential	there is 143 families who do not accept with the compensation price

Analysis on transitivity of sample speech 2 was on this table 4:

Process	Utterances
material	to attend this forum for the first time also as the CEO; when I took office 2 years ago as the incoming CEO for Republic of Indonesia; that we have to restructure our economy ASAP; that we have to reform our bureaucracy ASAP; and then we have to reform and upgrade our society ASAP; the world has changed; and we have failed to change with it; unless we took action quickly to catch up; that Indonesia would fall behind; Within 1 month I reduced fuel subsidies by more than 80%; we were then able to improve education, infrastructure, healthcare; we launch the biggest infrastructure government program, 1,000 km of toll road, 3,258 km of railways, 15 new airports and 10 airport expansions. 24 seaports and seaport expansions; then, 14 months ago we launch a major effort to regulate streamline permit and licenses; so far we launch 40 packages of reforms, consisting of creating logistic center; which make the import of values good much more efficient; and this year we launched an ambitious tax amnesty program; no country do it in 1 single year; and implement plan; tourism will play a more dominant role in our economy; go soon; that many more of you will do soon; we will continue to reform; we will continue to make our climate to be more business friendly; <i>if you have not been to Bali.</i>
mental	I knew; I understand that in the USA; Mr. Trump is now considering several policies: such as launching major infrastructure program and launching a major tax amnesty to attract some of 2,5 trillion USD of corporate tax overseas; it all sounds fully familiar; in case Mr. Trump needs some advice; we are now looking ahead to the next phase of our reform; you all know Bali, our famous paradise; if you want to buy properties; I hope; I intend to be an active participant in your adventure.
verbal	I have to say

behavioral	I want to say
relational	I'm also a CEO; not only I'm the CEO for the Republic of Indonesia; but for more than 20 years I was also the CEO of my own furniture manufacturing and export business; therefore, I'm happy and honored; it was clear to me; after 5 months we already become the most successful tax amnesty program in the world, with 10 billion dollars - more than 1% of GDP - in penalty payments and capital revaluation ; we would be happy to share our experience; apparently that is world record; but my target is to make; that we are in top 40 as soon as possible; in less than 1 year the number of Chinese tourists to Manado increased from 12,000 per year to 12,000 per month; your life is not complete; but Indonesia has many places: Raja Ampat, Mandalika, Lombok, Komodo Island; <i>before the price go high</i> , doing business in Indonesia can have it challenges.
existential	-

Description and explanation for sample speech 1 and 2:

1. Material Process

It was a process of doing, physical action. There were two types of material process: happening and doing. Happening material process is characterized by the absence of goal, while doing material process is characterized with the presence of goal. I interpreted that Jokowi wanted to show the things he did. in sample speech 1, Jokowi explained what he had succeeded in doing his job, he told people that he built mass transportation in 6 big cities in Indonesia, solved the problem in land acquisition, built toll road, and gave business permit. Jokowi also stated his success in sample speech 2, such as he took action in restructuring economy ASAP, reduced fuel subsidies, improved education, infrastructure, and healthcare, launched the biggest infrastructure government program, regulated streamline permit and licences, launched 40 packages of reforms, launched tax

amnesty program, improved ranking in world and increased tourism aspects. Based on the data, Jokowi wanted to show his success in doing his job through his speech and told the world about it in the percentage was 22% of the first sample speech and 47% of the second sample speech if it was compared with other processes.

2. Mental Process

It was a process of sensing by using perception, cognition, and affection. This process occurred at the moment of speaking and bi-directional. In this case, Jokowi wanted to express what he felt and what he thought in his mind by using these mental processes to make sure that other people would understand his ideas and wanted to urge other countries to help him to reach his ideas. In sample speech 1, he showed that he had an imagination and a desire to channel fuel subsidy from consumption to the productive activities. He thought that he needed seaport, dams to maintain water supply to the farming area. He also wanted to give subsidy to the fisherman and small enterprises. He wanted to channel the health program, the educational program, and some subsidy to build some areas, built mass transportation and sea toll. He needed a very big electricity for industrial zones and wanted to increase the business permit. from the data, it showed that he had many ideas and desires. The data showed that 32% of his speech in the first sample speech, it contained about his ideas, his desire, and his feeling. The mental process in the second sample speech was less than the first one. The data showed that only 20% of his speech, he used mental process. He told other countries about his understanding about policies especially for infrastructure program and tax amnesty. He also intended to promote Bali to other countries.

3. Verbal Process

It was a process of saying. He wanted other people know that what he said was on behalf of the Indonesian government and the people of Indonesia. He did not deliver speech for himself but for people of Indonesia. The data showed that he used a very limited number of this verbal process. He only used 3% of this verbal process

in his first sample speech and 2% of his speech used verbal process in his second sample speech.

4. Behavioral Process

It was a process of behaving. There were two types: verbal behavior and mental behavior. It can be present in present, one way directionality, there was no meta phenomena. Based on the data, he used 8% of behavioral process in the first sample speech and 2% of behavioral process in the second sample speech. In the first speech, he told people that he had conducted both verbal and mental behavior without further expansion about what he talked and what he thought. All people who attended at the conference would know that he talked about business, investment, mass transportation, maritime agenda, and the complaint about land acquisition, the problem, and business permit. He wanted to give “stressing” that he needed to say something about some policies in one way directionality.

5. Relational Process

It was divided into two terms namely attributive relational process and identifying relational process. It was called as attributive relational process when the process included in giving attribute to a thing which related to the appearance, phase, and measure. And vice versa, it was named as identifying relational process when it was included in a process of giving a value to a thing. The types of identifying relational process used linking verb “be”. It also showed equality, signification, representation, indication, role, and also cause and effect. Based on the data, Jokowi had used 34% of his first sample speech by using relational process and 29% of his second sample speech. Actually, based on my interpretation, he did it because he wanted to show his consistency in his speaking because relational process was used to express or to reflect his saying from one statement to the next statement by giving some proof.

6. Existential Process

It was a process of projecting that something existed. Based on the data, the number of this process was very limited. Only 1% of his first sample speech, he used this kind of process by uttering that

there were 143 families who did not accept with the compensation price. Moreover, I could not find any existential process in the second sample speech or in other words, there was 0% of existential process in the second sample speech. It indicated that Jokowi more focused on explaining activities than in mentioning the numbers.

As I know, modality could show the attitude and the opinion of the speaker expressed by his utterance. I took the model of verbs from Zhang Guoling, 2006 cited in Junling Wang, 2010.¹⁷ it could be seen in this table 5:

	low politeness	median politeness	high politeness
+	can, may, could, might, dare	will, would, should, shall	must, ought to, need, has/had to
-	needn't, doesn't/didn't need to/have to	won't, wouldn't, shouldn't, isn't/wasn't to	mustn't, oughtn't to, can'y/couldn't, mayn't, mighn't, hasn't/hadn't to

(Adapted from Zhang Guoling, 2006; Junling Wang, 2010)

Analysis on modality markers could be seen on this table 6:

Sample Speeches	Total Numbers	Low Politeness		Median Politeness		High Politeness	
		No	%	No	%	No	%
1	8	2	25	6	75	0	0
2	11	1	9	6	55	4	36

Analysis on modality markers were described as follow:

Sample speech 1:

Based on the table 6, I could explain that there were two modality markers or 25% of his speech which showed the low politeness by using the auxiliary 'can' in the sentences: *"we can talk about business and we have national one-stop service office that can help you"*. The median politeness used in his speech was 75% and it was shown by the sentences: *"I will push my ministers, my governors, my mayors, to help clear this problem; that will serve you, that*

¹⁷ Ibid.

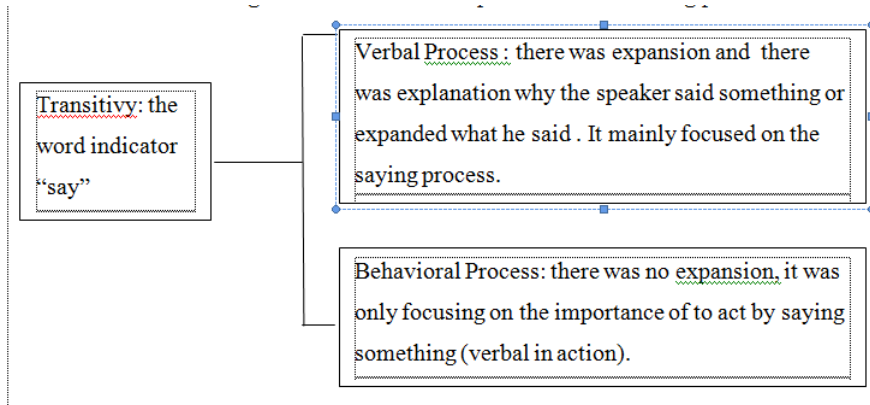
will facilitate you, that will give you your business permit; I would like to thank you for coming to my presentation; I would like to thank you for your listening (to) my presentation". In sample speech 1, Jokowi only used low and median politeness when he delivered a speech at the APEC CEO Summit in Beijing China because he wanted to show the close relationship with the audiences who had the same position as the chief executive officers.

Sample Speech 2:

Based on the table 6, I could describe that Jokowi used one low politeness or 9% of modality namely: "able to" in the sentence *"we were then able to improve education, infrastructure, healthcare"*. he used six median politeness of modality or 55 % of his speech by using "will" and "would": *"It was clear to me that Indonesia would fall behind; we would be happy to share our experience; tourism will play a more dominant role in our economy; I hope that many more of you will do soon, doing business in Indonesia can have it challenges; we will continue to reform; we will continue to make our climate to be more business friendly"*. he used also 4 modality markers which showed high politeness or 36% of his speech by using "have to" such as in the sentences: *"I knew that we have to restructure our economy asap; that we have to reform our bureaucracy ASAP, and then we have to reform and upgrade our society ASAP; I have to say: it all sounds fully familiar"*. In the second speech, Jokowi used the low, median, and high politeness at the 16th Annual Forbes Global CEO Conference at the Shangrila Hotel in Jakarta. It was different from the sample speech one. In this case, Jokowi used the low and median politeness in modality markers to express the friendship and he used the high politeness in modality to show his respect to the guests because he was the host.

Conclusion

Contribution of the findings were described and explained in the following picture 4:



In (Santosa, 2003),¹⁸ he had stated that clearly the difference between verbal and behavioral process but he only gave example the word ‘say’ as the verbal process. I added that the word ‘say’ could be also as the example for behavioral process but it needed more explanation that it was verbal in action.

The interpretation for transitivity could be seen in the following picture 5:

No	Process Types	1	2	Interpretation
1.	Material process	22%	47%	Jokowi wanted to explain what he had done. He showed that result of work was very important.
2.	Mental process	32%	20%	Jokowi wanted to express his thought and ideas. He had many ideas to do.
3.	Verbal process	3%	2%	Jokowi wanted to show that he wanted to say about something. He stated that communication was important.
4.	Behavioral process	8%	2%	Jokowi wanted to give “stressing” by using his words which also expressed what he thought at once. He stated

¹⁸ R. Santosa, *Semiotika Sosial Pandangan Terhadap Bahasa* (Surabaya: Pustaka Eureka, 2003), 81.

				that what he said was relevant with what he thought.
5.	Relational process	34%	29%	Jokowi wanted to describe about something and also showed his consistency in his speaking.
6.	Existential process	1%	0%	Jokowi focused on explaining activities than in mentioning the numbers.

The most common types used by Jokowi were material process, relational process, and mental process. The data showed that he was a kind of person who really liked to work and to think further. The interpretation for modality:

The biggest part of speech 1 and speech 2 were in the form of median politeness namely 75% and 55%. it meant that he cared about his utterance. He wanted to be friendly and not to be too rude and to be too formal. He chose the safer zone in delivering his speech.

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