

POLITICAL CAMPAIGN LANGUAGE ON THE OUTDOOR MEDIA: IS IT A REGISTER?

Bahasa Kampanye Politik di Media Luar Ruang:

Apakah termasuk Register?

Nana Raihana Askurny

Universitas Maritim Raja Ali Haji
Pos-el: msraihana.umrah@gmail.com

Abstract: The election of district chiefs (Pemilihan Kepala Daerah: Pilkada) took place in all Indonesia provinces, in 2018. Tanjungpinang, the capital city of Riau Islands province also performs this such election. There are two couples of candidates who compete in achieving people votes. The candidates organized their ideas, visions, missions, by using the outdoor medias, like banners, billboards, posters, and street furniture. This study attempts to find out the surface construction of the election of district chiefs sentences of political campaign. This is a linguistic research. It analysed the language use in political aims in terms of register. Register is a language variety which applies a set of specific vocabularies and speech acts. And it also defines mode, setting, and topic of utterances. The researcher uses descriptive qualitative approach, in which data are collected, categorized, and analysed. The data collection consists of words, phrases, and clauses on the outdoor media. Specific vocabularies of each candidate occurred distinctively. Like the word, "sabar", "baik", "agen perubahan", "Tanjungpinang baru", are frequently occurred by candidate number one. While, the words, "lanjutkan pembangunan", "laman hati", "rajut", and "doa" are applied by candidate number two. The use of commissive acts are effective to deliver aims and intention of candidate, which is proved the candidate who used mostly commissive acts won the election. This research comes to the result that political campaign in Tanjungpinang remains as a register.

Keywords: *out door media, political campaign, and speech acts*

Abstrak: Pemilihan kepala daerah (Pilkada) terjadi di seluruh provinsi Indonesia, pada tahun 2018. Tanjungpinang, ibu kota Provinsi Kepulauan Riau juga melakukan pilkada ini. Ada dua pasangan calon yang bersaing dalam meraih suara masyarakat. Para kandidat mengorganisasikan ide, visi, misi, dengan menggunakan media luar ruang, seperti spanduk, baliho, poster, dan perabot jalan. Penelitian ini mencoba mengetahui konstruksi permukaan kalimat pilkada kampanye politik. Penelitian ini adalah penelitian linguistik. Penelitian ini menganalisis penggunaan bahasa dalam tujuan politik dalam hal register. Register adalah variasi bahasa yang menerapkan seperangkat kosakata dan tuturan tertentu. Register juga menjelaskan tentang mode, pengaturan, dan topik ujaran. Peneliti menggunakan pendekatan kualitatif deskriptif, yaitu dengan cara, data dikumpulkan, dikategorikan, dan dianalisis. Pengumpulan data terdiri atas kata-kata, frasa, dan klausa pada media luar ruang. Kosakata spesifik dari masing-masing kandidat muncul secara khusus. Seperti kata, "sabar", "baik", "peniti", "Tanjungpinang baru", sering terjadi oleh kandidat nomor satu. Sementara, kata-kata, "lanjutkan pembangunan", "laman hati", "rajut", dan "doa" digunakan oleh kandidat nomor dua. Penggunaan tindakan komisif efektif untuk menyampaikan tujuan dan niat kandidat, yang terbukti kandidat yang paling banyak menggunakan tindakan komisif memenangkan pilkada. Hasil dari penelitian ini menunjukkan bahwa kampanye politik di Tanjungpinang tetap sebagai register.

Kata kunci: *media luar ruang, kampanye politik, dan tindak tutur*

INTRODUCTION

The district chief election, or pemilihan kepala daerah, is abbreviated as pilkada. It has been held in almost districts and provinces in Indonesia. Political campaign, in fact, has begun since 2017. Like, in Tanjungpinang City, Riau Archipelago province or Kepulauan Riau (Kepri), political campaign has been started earlier. Out-door media still becomes the preference way to campaign the candidates. This paper is a linguistics study. It focus on the use of language within political campaign which are applied on the out-door media.

As we know, political campaign language, basically, is intentionally to attract attention of public to give vote to the purposive candidate. As Arifin (2003) declared that in the political communication, political campaign is a form of political communication application which acts by a person, a people group or politic organization in order to shape and design the positive public opinion, in order to be elected in a kind of general election, president election, or major election.

Register

The register study has four specific characteristics as what has been stated by Atkinson and Biber. The characteristics are: 1) Register studies involve descriptive analysis of actually occurring discourse, 2) Register studies aim to characterize language varieties, 3) Register studies present formal linguistic characterizations of language varieties, and 4) Register also analyze the situational characteristics of language varieties, and functional or conventional relationships between form and situation are posited.

In accordance with the theories, political campaign, particularly on outdoor media, is eligible to be considered as a register. Since the appearances of language use visualizes the definite pattern, according to political campaign intention and purpose. This is supported by Holmes (2012), he stated that register performs as a communication need which has parameters such as addressee, setting,

mode of communication, task or topic. Each register has different meanings and rules in any occupation, as well as a political campaign.

Due to that reason, vocabularies are used by a group of people automatically different from vocabulary from other group or community. Halliday (1978) said that a set of meaning that is appropriate to a particular function of language is called as register, they are both words and structures express meanings. Certain vocabulary and expression are associated with the different occupational group in a communication process.

Agreeing with Holmes, political campaign of pilkada in Tanjungpinang, 2018, which stated that register performs addressee, setting, mode, and task or topic. This study determines public of Tanjungpinang, the voters respectively as the addressee. Tanjungpinang city as the place setting, and campaign period as the time setting. Then, outdoor media, here as the mode of communication. And, lastly, task or topic is general election of district chief or major of Tanjungpinang City.

In line with Hallyday's statement that register implies vocabularies are used by a group of people, which is automatically different from vocabularies from other group or community. Here, the researcher observes the differences of set of vocabularies between the two candidates of major.

Speech Act

Speech Acts according to Austin (1962) become into three classes, which are: locutionary, illocutionary, and perlocutionary acts. A locutionary act is an act of saying something; that is, the act of producing an utterance. In the other word, it is simply the speech act that has taken place.

Illocutionary acts are the real actions which are performed by the utterance. Illocutionary act is identified by the explicit performative. That is, the conventional force achieved in the saying of that utterance. This is realized, according to Austin (1962) as the successful realization of the speaker's inten-

tion, which for Searle (1969) is a product of the listener's interpretation. And the last is perlocutionary acts are the effects of the utterances on the listener, who accepts the bet or pledge of marriage.

This study analyses locutionary act which is presented in the some types of speech acts, that are assertive, directive, commissive, expressive, and declarative. Assertive, speaker asserts a proposition to be true, using such verbs as: affirm, believe, conclude, deny, report, and so on.

Directive, the speaker tries to make the listener do something, with such words as: ask, beg, challenge, command, dare, invite, insist, and request.

Commissive, here the speaker commits himself to a future course of action, with verbs such as: guarantee, pledge, promise, swear, vow, undertake, and warrant.

And, expressive, the speaker expresses an attitude to, or about a state of affairs, using such verbs as: apologize, deplore, detest, regret, thank, and welcome.

Lastly, declaration. The speaker alters the external status or condition of an object or situation, solely by making the utterance. For example; "I name this girl, Ana"

The researcher utilizes Searle's classification for the purpose of analysis. Political communication involves a focus on meaning, the understanding of which is largely a function of reaching the illocutionary force of a speaker's utterances. Candidates or politicians utter a lot of intentions in their speeches: they declare, claim, inspire, assure, accuse, promise, direct, suggest, apologize, disagree, criticize, etc.

Speech act, in terms of pragmatics, defines how, or the way the speaker or addresser expresses his/her minds, wants, or ideas. In the political campaign, the substantial minds, wants, and ideas are to make voters elect the specific candidate.

Politicians, normally states his or her identity at the beginning. Then he continues to describes his capacities, accomplishments, and performances he has been achieved. Finally, the candidate persuades and instructs,

perhaps, the voters to select him. These, then, categorized in terms of speech act.

Therefore, this study attempts to find out two main factors which further can be conveyed as one variety of language use.

Political Campaign

Political campaign is the language used that appears in a campaign period setting, with the purposes of attracting public attention for giving the vote.

Kasali (1992) claimed that advertisement more intentionally assigns to persuade. Political campaign has been accepted as an advertisement. It delivers messages, informs visions, gains public attention, then moderate people to decide the choice, that pointed by political campaign maker.

Rauf (2006) claimed that political campaign functioned as political science object, since messages which are expressed in the process of campaign, committed to the state political power, government, and communicator activities in the terms of political practitioners. Then he recognises political campaign in the two dimensions, that as political and scientific conduct. As the political conduct means the sending of political messages by political actors to other parties. This is applied empirically because it is real in social life, meanwhile political campaign as a science conduct defines an activity of political within the political system.

Arifin (2003) declared that in the political communication, political campaign is a form of political communication application which acts by a person, a people group or political organization in order to shape and design the positive public opinion, in order to be elected in a kind of general election, president election, or major election.

METHOD

This research is a descriptive qualitative design. By taking photographs of outdoor media which presents major election political campaign in Tanjungpinang. Some outdoor medias which display in town are billboards, posters, and street furnitures.

Subject in this research are all sentences on the outdoor media which reflects language used, instead of a language variety. Researcher classifies the sentences based on the particular candidate. There are only two couples of major candidate in Tanjungpinang election. Candidate number 1, that are Syahrul and Rahmah, further abbreviated as SABAR. And the other are Lis and Maya, then be bound as a phrase Lis-Maya.

According to Moleong (2015:6), a qualitative research is an investigation design to understand phenomena which experienced by the research subject, for instance attitude, perception, motivation, and acts.

The research subject here is political campaign language on the out-door media. The data collection is presented in the form of text, then, will be analyzed in the way of description. According to Sugiyono (2014), a descriptive research is a research for gaining data with the definite advantage.

FINDINGS AND DISCUSSION

Findings in this research is scoped on the two domains of linguistics which indicate this language used as one language variety.

The first is, register point of view. According to Hallyday, there are two elements involved; words and structures. What words that frequently occur on each candidate, and how the words are constructed in terms of persuading the voters.

The next is, speech act. The way each candidate builds his points and intentions, based on communication building between the addresser or each candidate with the public of Tanjungpinang, or the voters respectively.

FINDINGS

Data of Words Use

Couple candidate number 1, Sahrul and Rahmah, uses five kinds of words construction as described next.

The use of phrase "*barisan perubahan*" or "*squad of change*" frequently appeared. Then, the phrase "*orang sabar*" (*the patient people*) became the main slogan of this candidate. In

fact, *sabar* aroused from two words Sahrul and Rahmah, the names of the candidates.

The sentences "*Sahrul Rahmah bersama rakyat*" (Sahrul-Rahmah stand by people), also appeared many times, as in the sentence (5). And also "*pilih yang baik*" (choose the good one), indicated this couple as the good people.

Moreover, the phrase "*Tanjungpinang Baru*" (the new Tanjungpinang), also became essential mission of this candidate, determining this candidate was non-incumbent.

These sentences below are belong to candidate number 1, Sahrul and Rahmah.

1. Barisan Perubahan

Visi Sabar

*"Tanjungpinang sebagai Kota yang maju, Berbudaya dan Sejahtera dalam Harmoni Kebhinekaan Masyarakat Madani
Syahrul Rahma Bersama Rakyat
SABAR Tanjungpinang Baru*

2. Pilih Yang Sabar 1 Syahrul- Rahmah

SABAR

*SYAHRUL – RAHMAH BERSAMA RAKYAT
SYAHRUL CALON WALIKOTA
RAHMAH CALON WAKIL WALIKOTA*

3. "PILIH YANG BAIK, 1. SABAR, SYAHRUL-RAHMA BERSAMA RAKYAT. PERIODE 2018-2023. Tanjungpinang sebagai Kota yang Maju, Berbudaya dan Sejahtera dalam Harmoni Kebhinekaan Masyarakat Madani"

4. Rumah Orang SABAR. SYAHRUL RAHMA BERSAMA RAKYAT. SABAR. TANJUNGPINANG BARU

5. PILIH YANG BAIK

SYAHRUL – RAHMAH

SABAR

*SYAHRUL – RAHMAH BERSAMA RAKYAT
SYAHRUL CALON WALIKOTA RAHMAH
CALON WAKIL WALIKOTA*

*"Tanjungpinang sebagai Kota yang maju, Berbudaya dan Sejahtera dalam Harmoni Kebhinekaan Masyarakat Madani
SABAR*

*PEREMPUAN SABAR
ORANGNYA SABAR*

TANJUNGPINANG

While, candidate number 2, Lis and Maya,

uses eight different ways of word compositions or orders in campaigning.

The sentence *"Lis-Maya untuk Tanjungpinang"*, (Lis//o-Maya for Tanjungpinang) constantly appeared on the outdoor media. And *"Raih kemenangan, teruskan pembangunan"*, (Reach the victory and continue the development) became main vision for this candidate as the incumbent.

Phrase *"Tanjungpinang Cemerlang"*, (The Bright Tanjungpinang) also frequently appeared, as well as phrase *"Di laman hati"*, (In the land of heart).

The words construction and selection were implemented in several sentences, like *"Kita rajut kebersamaan"*, (We knit the togetherness). And *"Mohon Doa Restu dan Dukungannya untuk melanjutkan Pembangunan"*, (Wish your pray and Support to continue the development). Moreover the request, instead of instruction sentence appeared as in the sentence, *"Pilih No 2"*, (Pick Number 2).

It's identifications and visions, like showed in the following sentences;

1. *"Lis – Maya untuk Tanjungpinang #Tanjungpinangkota"*
2. *"Raih kemenangan, teruskan pembangunan, UNTUK KOTA TANJUNGPINANG LIS MAYA 2 to win and to build for Tanjungpinang" RELAWAN LIS DARMANSYAH & MAYA SURYANTI*
3. *Kita adalah Lis Maya
Lis Maya adalah Kita
Untuk TANJUNGPINANG
COBLOS NO 2
LANJUTKAN TANJUNGPINANG CEMERLANG
BERAMA KITA BISA*
4. *Di Laman Hati
Kita Rajut kebersamaan
Untuk Tanjungpinang*
5. *PILIH NOMOR 2
KITA ADALAH LIS MAYA ADALAH KITA
Di laman hati kita rajut kebersamaan untuk
tanjungpinang cemerlang*
6. *Bersama Kita Lanjutkan Pembangunan Kota
Tanjungpinang
Lis Darmansyah, SH – dr. Maya Suryanti*

PILIH NO 2

7. *Di Laman Hati, Kita rajut kebersamaan
#LISMAYA*

Untuk Tanjungpinang Cemerlang

8. *Mohon Do'a restu dan dukungannya
Untuk melanjutkan membangun Tanjungpinang
Di Laman Hati
Kita rajut kebersamaan
Untuk Tanjungpinang Cemerlang*

Findings of Speech Act

After collecting the data, the researcher found several speech acts which are occurred in the language use of this campaign. Next, the findings of speech acts described in the table below.

Tabel 1
Speech Acts of Candidate 1

No	Phrase/Clause	Speech Act
1	<i>"Tanjungpinang sebagai kota yang maju, Berbudaya, dan Sejahtera"</i>	Assertive: Concluding
2	<i>Syahrul Rahma Bersama Rakyat</i>	Commissive: Vowing
3	<i>SYAHRUL Calon Walikota RAHMAH Calon Wakil Walikota</i>	Assertive: Believing
4	<i>Pilih yang baik!</i>	Directive: Commanding
5	<i>Pilih yang sabar</i>	Directive: Commanding
6	<i>Barisan Perubahan</i>	Assertive: Affirming
7	<i>SABAR Tanjungpinang Baru</i>	Assertive: Believing

The table describes that this study focuses on sentence or clauses, in the matter of language used and meaning. From the data collection, candidate 1, Syahrul-Rahmah, respectively, frequently built their political cam-

paing sentences which are indicated **assertives**, in the terms of speech acts. And only the two which are recognised as directive act. These two implied also assertive intention, since the politicians claimed themselves as “the good” and “the patient one”

Tabel 2
Speech Acts of Candidate 2

No	Phrase/Clause	Speech Act
1	<i>Lis-Maya untuk Tanjungpinang</i>	Assertive: believing
2	<i>“Raih kemenangan, teruskan pembangunan, untuk kota Tanjungpinang</i>	Commissive: vowing
3	<i>Kita adalah Lis-Maya</i> <i>Lis-Maya adalah kita</i>	Assertive Affirming
4	<i>Lanjutkan Tanjungpinang Cemerlang</i>	Directive: commanding
5	<i>Bersama kita bisa</i>	Commissive
6	<i>Di Laman Hati</i> <i>Kita Rajut</i> <i>kebersamaan</i> <i>Untuk Tanjungpinang Cemerlang</i>	Directive: affirming
7	<i>Bersama Kita Lanjutkan Pembangunan Kota Tanjungpinang</i>	Commissive: promising
8	<i>Pilih No 2</i>	Directive: request
9	<i>Mohon Do’a restu dan dukungannya</i>	Directive: begging

This table implies that candidate number 2, use more variations in constructing language for political campaign, which is good, refers to language use. Here, the commissive speech acts are frequently occurred. From the data collection there are nine clauses or sentences. Then, there are five commissive speech acts,

latter are assertive, expressive, directive, and declarative.

Discussion of Words Use

Candidate number 1, according to the data collection and findings, frequently uses the words selection and construction, as follows:

1. *Sabar*, the abbreviation of Sahrul and Rahmah. The word sabar in bahasa Indonesia means patient.
2. The phrase, *Tanjungpinang Baru*, intentionally claim that this candidate can bring the people to the new era of Tanjungpinang city, remaining this candidate is non-incumbent.
3. The words order or sentence, *Pilih yang Sabar*, and *Pilih yang baik*, indicate, this candidate believes that they are good and patient people.
4. The phrase, *Barisan Perubahan*, implied a statement of belief that this candidate is the front of change.
5. *Rumah Orang Sabar*, indicates this candidate as the house for the patient people in Tanjungpinang.
6. *Sahrul is the Major candidate, Rahmah is the vice-major candidate*. Implies a statement that public easy to get the point of this campaign.

While the candidate number 2, after collecting the data, and getting findings, the selection and construction of words, occurred as follows;

1. The word construction *Kita adalah Lis-Maya, Lis-Maya adalah kita*, is the statement of the candidate.
2. *Lanjutkan Tanjungpinang Cemerlang*, is the sentence of inviting people to get involved to this side.
3. *Laman Hati*, is a phrase, which attempts to engage people’s affection.
4. *Bersama Kita Bisa*, is an invitation word order, to get people interest to their vision and mission.
5. *Kita Rajut Kebersamaan*, the use of word rajut or knitting seems distinctive to attract people.

6. *Mohon Doa dan Dukungan*, is the request sentences from the candidate to receive people's pray and support.

Words use that selected by both couple candidate, generally indicate the elements of campaign language variation. The elements here are, **Opening part**, consists of orientation of candidates' introduction. Next is **Claiming part**, that is a part which claims performances and achievement of each candidate. Then **Core part**, that is candidate direct, request, even beg the people to vote them. In addition, the **Closing Part**. That is part that closes one preview of campaign, within the outdoor media. This can be the affirmation of the core, or the requesting of praying and supports as captured in Candidate number 2 findings.

Discussion of Speech Act

There are substantial differences of appearances between Candidate 1 and Candidate number 2. Candidate 1 mostly used assertive speech act, while candidate number 2 dominantly applied commissive speech act.

The result of this general election affirmed that candidate number 1 as the winner. As findings have described previously, the researcher defined that assertive speech act is the more acceptable for people in Tanjungpinang. This is then, the implementation of perlocutionary act. People or, in this linguistics discussion, as the reader, instead of consumers who replied the utterances or campaign language. In the simple way, speech acts or utterances which Candidate number 1 picked affected people in giving vote to them.

This study needs much deeper investigation, whether speech acts of Candidate 2 are not effective in terms of perlocutionary acts. And it is too early to affirm that commissive acts are not welcome to people in Tanjungpinang. Like describing before that commissive acts are the condition when the speaker commits himself or herself to a future course of action, instead promising and vowing respectively. Remembering that Candidate 2 is the incumbent, this

such commissive acts did not match to the people perspective.

CONCLUSION

This study is to find out that the language campaign in the out-door media as register or not. Determining register is the study of linguistics appearances of a specific purposive language use, a discourse respectively.

Here, the researcher limited the linguistics characteristics with the campaign language of major election, in Tanjungpinang 2018, on the words selection and words construction, and speech acts or the ways of the two couple candidates conduct.

1. Words Uses

Each candidate applied specific words and words construction. Candidate number 1 mostly used the words *sabar* or patient, *baik* or good, *Tanjungpinang baru* or the new Tanjungpinang, and *barisan perubahan* or the front of change.

This candidate is not the incumbent major, therefore it stands apart from the incumbent by stating they are as front of change. This means they are in the side of people who wanted the changes.

While Candidate number 2, frequently applied the words and words construction, like *teruskan pembangunan* or continuing the development, *Tanjungpinang gemilang* or the bright Tanjungpinang, *rajut kebersamaan* or knitting the togetherness, and *mohon doa dan dukungan* or asking for pray and support.

This candidate dominantly did promising and begging utterances. According to findings, incumbent did not well establish its aims when it used this kind utterances. Since people, basically intended to see more what he had achieved so far.

Candidate number 1 who used mostly Assertive acts had won the election. This indicates in this *setting* of time, the implementation of assertive acts are more effective. This campaign *topic* has been uttered effectively through the out-door media, then defined as

the *mode*.

On the other hand, candidate number 2 did not succeed on the campaign. The major-candidate of this part was the incumbent, that should not apply commissive acts dominantly. Normally, public wanted somethings for real from the incumbent, not just utterances of promising of hope.

These two domains, the word uses and speech acts had been accomplished the research that language campaign of major Election of Tanjungpinang, 2018 as a register.

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