

FIGURATIVE LANGUAGE OF CINEMA’S WORLD IN JOKO WIDODO'S SPEECH

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Abstract:

This research titled Figurative Language in Joko Widodo’s Speech. The purpose of this research is to analyze and describe the figure of speech in Joko Widodo’s speech, the types of figurative language and its meaning of his speech. A qualitative method was used to classify and analyze the data. The technique used in collecting the data was searching videos of Joko Widodo’s speech. The data used Perrine (1963) and Taylor’s theories (1981: 167) that many types of figurative language that divide into three classifications namely comparison and substitution, representation by substitution, and contrast by the discrepancy. The data was taken from Joko Widodo’s Speech in Annual Meeting International Monetary Fund-World Bank in Bali, World Economic ASEAN Forum in Hanoi and US-ASEAN Forum. The author found 9 figurative languages in Joko Widodo’s speech in the international event; there were 7 allusions, 1 metaphor, and 1 assonance. The conclusion of this research, the using of figurative language is an alternative to implied the literal meaning which can attract the readers or listeners’ attention and evoke their imagination.

Keyword:

figurative language, speech, movie, cinema analogies



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INTRODUCTION

Every word or diction has a certain meaning to make an idea that is in someone's mind. Even the meaning of words can be "changed" when used in different sentences. This implies that the actual meaning of the word will be known when used in the sentence. More than that, it can cause different effects or reactions if used in different sentences. The use of the word will involve the meaning of the word and its vocabulary will give flexibility to the writer, choosing the words that are considered most appropriate to represent his or her mind. If people can choose the right words, then their writing or conversation will easily lead to the same ideas in the imagination of the reader or listener, as perceived or thought by the writer or speaker.

Semantics is a branch of linguistics that studying meaning and interpretation of words, signs, and sentence structure. It has an important part that interest to study that is figurative language. According to Kreidler (1998) says that linguistic semantics is the study of how languages organize and express meanings. In conclusion, semantics is the meaning and interpretation of words, sign, and sentence structure.

Figurative language meaning and interpretation of words, signs, and sentence structure which is different from the literal meaning of them. According to Perrine (1963, p. 5) that figurative language is a way of saying one thing and meaning another. She also says that a language that cannot be taken literally and say something other than the ordinary ways or says one thing and means another. Besides that, Crystal (1999, p. 116) explains that the figure of speech is an expressive use of language where words are used in a non-literal way to suggest illuminating comparisons and resemblances. For example, the literal meaning of *her face is round* can be *her face like a moon* in the figure of speech.

Keraf (1998:129) says that there two classifications of figurative language. There are rhetorical such as alliteration, assonances, anastrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemism, litotes, paradox, hyperbole, and oxymoron. The second covers simile, metaphor, allegory, personification, allusion, metonymy, irony, and synecdoche.

The aims of using figurative language make literary works interesting and listeners or readers better understand the intended sentence. It can be found in writing or orally for example in book, poetry, song and also speech.

In many countries, many presidents use figures of speech to attract an audience, one of them is Joko Widodo. Joko Widodo is the president of the seventh Republic of Indonesia known as Jokowi. As the first in the country, all activities and even the president's remarks came under the spotlight of the media and the public. There are many duties for president such he was always allowed to make speeches at every national and international event. As president, he was always allowed to make speeches at every national and international event. Interestingly, Mr. Joko Widodo is one of the presidents who are always up to date in the times. He is a humble and famous person that not only among the adult or old generation but also the millennial generation.

Mr. Joko Widodo not only gave speeches on statehood, but he also spoke about economics, politics, defense, and others. In 2018, he addressed several international events such as the Annual Meeting International Monetary Fund-World Bank (IMF-WB) in Bali, World Economic Forum ASEAN in Hanoi and US-ASEAN Business Council (US-ABC) Forum. In his speech, many figurative languages were found in which the word or dictation uses analogies from famous parts of the film such as Avengers, Game of Thrones (GoT), and The Terminator movie. Where the use of diction from these films attracted attention not only from the millennial generation but also delegations from other countries who also participated in the international event.

Many presidents and even the public use words or sentences that contain figurative language. The use of figurative language usually tends to be taken from objects or events that occur in the surrounding area. However, it is interesting when a president uses figurative language by using terms in dialogue and characters in movies. These movies have high rating and famous in many countries in the world which most people know about them.

Based on the explanation above, the author chooses the analogy from the movie in Joko Widodo's speech to search the type of figurative language and the meaning of the analogy.

LITERATURE REVIEW

Language is universal communication were in expressing the meaning of the language not only through actual meaning but also figurative meaning. A figure of speech is not intended to express literal meanings and often compares one idea with another to make the first idea simpler to understand. There are many theoreticians classified as many as 250 types of figures of speech which most of the types have the same concept and principle. According to Leech (1981, p. 11) that there are seven types of figurative language. They are irony, hyperbole, metaphor, personification, metonymy, litotes, and simile.

Besides Taylor (1981: 167) says that figurative language divided into three classifications. The first is comparison and substitution which consists of simile, metaphor, allusion, metonymy, analogy, and

allegory. Second, representation by substitution that consists of synecdoche, personification, and symbol. The last is contrast by discrepancy and inversion that covers paradox or oxymoron, overstatement, understatement, and irony. The types of figurative language are also consisting repetition that is repeated use of the same words or sentence is successive clauses such as assonance.

1. Metaphor
 A metaphor is an implied comparison between two objects without the use of words 'like or as'. For example, *I'm fighting for this girl on a battlefield of love* on Down song lyric by Jay Sean.
2. Allusion
 An allusion is a figure of speech that indirectly refers to people, places, or famous things. It is also often used within a metaphor or simile. It also an explicit or implicit reference of events, figures, places mythologies, or famous masterpieces. For example, *Superman's got nothing on me* on One Call Away song lyric by Charlie Puth.
3. Assonance
 Assonance is repeating vowel sound or diphthong in non-rhyming word but start with different consonant sounds. For example, *Flash with a rash gimme my cash flickin' my ash; Running with my money, Son, go out with a blast*. This is song lyrics of Gimme Some More by Busta Rhymes.

METHODOLOGY

This research is descriptive research which used the qualitative method. Through this method, it is expected to dissect the phenomenon under study. This qualitative research only describes findings in the field without requiring a hypothesis. As state by Sugiyono (2009:15) that qualitative research is a research method based on the philosophy of post-positivism, used to examine the condition of natural objects where the researcher is a key instrument, sampling data sources is done by purposive and snowball, collection techniques with triangulation, analysis of data is inductive/qualitative, and results qualitative research emphasizes more meaning than generalization.

This research used a qualitative method by observing the data in Joko Widodo's speech by collecting the utterance that consists of figurative language and classifying them to types of figurative language. The data was taken from Joko Widodo's speech in international events. The researchers observed data by watching and reading speeches several times from Mr. Joko Widodo. The speech video is fully updated on the account Katadata and Viva.co.id on *Youtube* and the speech transcript on several websites such as Katadata and Kementrian Sekretariat Negara.

Research Question

There are some research questions on this research, namely:

1. What is the figurative language of cinema's world in Joko Widodo's speech?
2. What is the meaning of figurative language of cinema's world in Joko Widodo's speech?

FINDING AND DISCUSSION

From the findings, there are three types of figurative language found in Joko Widodo's speech in Annual Meeting IMF-World Bank 2018, World Economic Forum ASEAN in Hanoi and US-ASEAN Business Council (US-ABC) forum.

Table 4.1 Figurative language in Joko Widodo's speech.

No.	Figurative Language	Figure of Speech	Literal Meaning	Figurative Meaning
1.	Infinity War	Allusion	Only war	The current global economy condition

2.	Avengers	Allusion	Super Heroes in Avengers Movie	President and his fellow
3.	Thanos	Allusion	The villain figure – threatens to wipe out half of the world’s population.	The wrong perception that the success of a group of people is a failure for others.
4.	Game of Thrones	Allusion	The name of the movie that explains about kingdoms' life.	The real situation of economic in the current condition.
5.	Great House	Allusion	The most powerful of the Nobel house of the Seven Kingdoms in Game of Throne movie	A country has a great position to control the condition.
6.	Evil Winter	Allusion	Anyone who aims to decimate and rule over the world with ice and destruction.	A far more threatening problem in the world economy.
7.	Iron Throne	Allusion	A leader of all leader; The highest position in all kingdoms.	The highest position where the country can be in power.
8.	Winter is coming	Metaphor	The literal meaning of winter is coming.	To warn all countries to remain vigilant for the risks of global uncertainty.
9.	Hasta la vista, Baby!	Assonance	Goodbye, Baby!	Goodbye, Baby!

There are type of figurative language and the meaning, followed:

1. Allusion

There are six data of allusion’s data based on Mr. Jokowi’s speech that the research found from two different movies, Avenger and Game of Throne.

1. Avengers: Infinity War

“what is happening in the world economy today is that heading... infinity war”
 (in minute 0:18 – 0:26)

Based on the data above, the sentence used by Mr. Joko Widodo in one of the international events. In the literal meaning, infinity war that means endlessness war or there is no ending of combat. This word has existed and brought by Avenger that a famous superhero movie by Marvel production. Infinity war is one of the diction used in the film which eventually attracted the attention of the public to become a catchphrase.

In September 2018, Mr. Jokowi addressed the World Economic Forum on ASEAN at the Hanoi National Convention Center. He had time to mention the word 'Infinity War' from Avenger. The definition of the 'Infinity War' in his speech also sums up the meaning of 'war' in the economic world. The analogy used by Mr. Jokowi was deliberately chosen to explain the world economic conditions that occurred that year. At that time, the world economy experienced instability due to the trade war between America and China.

This word 'Infinity War' is used because it is considered suitable to describe the economic situation in 2018. Not only that, the use of allusion also aims to make the audience who hear better understand the purpose of the speech. The use of allusion also makes speech interesting and attractive.

2. Avengers: Avengers

"...but rest assured I and my fellow Avengers stand ready to prevent Thanos from wiping out half of the world population"
(in minute 0:51 – 1:14)

In the data above, this sentence has a characteristic of allusion used by Mr. Joko Widodo in the Economic Forum event in 2018. An allusion is referring to object like person, place or thing which people know it. In the data, the sentence used 'Avenger' word as an allusion. Literally, avenger has the meaning as a person who exacts punishment or inflicts harm in return for an injury or wrong. However, the word 'avengers' on a movie by Marvel production has a meaning as a group of superheroes who saved the world from villains.

Based on the sentence, Mr. Jokowi has a purpose to make himself and his fellow as the superhero of his country such as increasing and making stabilize on their economy. He inserts the word because it is easier to say and also catchphrase to make people remember his speech. Not only the audience, but also people who watch the speech video on social media like Youtube, Facebook, Instagram and also news online impressed with his speech. Based on the explanation, this sentence consists of allusion features due using the phenomenal analogy to relate with his speech.

3. Avengers: Thanos

"...Thanos wants to wipe out half of the population... You might be wondering – who is Thanos? Thanos is not any individual person. Sorry to disappoint you. Thanos is in all of us. Thanos is the misguided belief that for us succeed, the other must surrender, the misconception that the rise of some means the decline of others."
(in minute 1:18 and 2:42 -2:52)

In the data above, the sentence used by Mr. Joko Widodo has an example of figurative language. An allusion that found in his speech is the word of Thanos. Thanos is a famous villain or monster that able destroying more than half of the world that explains in Avenger's movie. This villain is well-known by the public who watched or unwatched the movie.

Based on the data, Mr. Joko Widodo says Thanos on his speech due to make the analogy of the economy world nowadays. The imagine of Thanos here is because there are threats to make loose economy development.

This sentence contains allusion features which the word Thanos means a famous bad character in this movie. Using character named to implied the literal meaning of threats of economic development is one of the characteristics of an allusion.

4. Game of Thrones: Game of Thrones

"Berkat kepedulian dan bantuan dari negara ekonomi maju, negara-negara berkembang mampu memberikan kontribusi besar bagi pertumbuhan ekonomi dunia. Namun, akhir-akhir ini hubungan antara negar-negara ekonomi maju semakin lama semakin terlihat seperti Game of Throne."

"Thanks to the care and assistance of developed economies, developing countries are able to make a major contribution to world economic growth. However, lately relations between developed economies have increasingly looked like Game of Thrones."
(in minute 5:00 – 5:22)

Based on the data above, this sentence used by the president of the Republic of Indonesia in International Event. The sentence contains an allusion that is Game of Thrones. Literally, a game means a period of play that ending definite a result. Meanwhile, the throne means a ceremonial chair for a sovereign. In short, a game of throne means a play of power struggle. In this data, the phrase 'Game of Thrones' existed and brought by

a famous movie serial 'Game of Thrones' which became familiar by the public even though they did not watch it. Based on the movie, Game of Throne is a cultural phenomenon that has swept through the world like wildfire. In this movie, there are many regions called House which regions fighting over the throne.

Mr. Joko Widodo mentioned 'Game of Thrones' on his speech that has implied meaning. The meaning of the phrase is about developed countries are busy fighting for the highest power in the world economy. The phrase in Mr. Joko Widodo's speech is explained how the scene of Game of Thrones relates to the real economic situation. The word 'developed countries' means House in Game of Thrones. This sentence, Mr. Joko Widodo gave implied meaning in his speech to show the problem of the economic world caused by developed countries without making the country insinuated and the audience can enjoy the interesting style of language from Mr. Joko Widodo.

Based on the explanation, this sentence contains allusion which one of the features of allusion is using the word, character, thing, etc. from famous-things or people know about it.

5. Game of Thrones: Great House

"...Dalam serial "Game of Thrones", sejumlah Great Houses, Great Families... bertarung hebat antara satu sama lain, untuk mengambil ahli kendali Iron Thrones."

"...In the series "Game of Thrones", several Great Houses, Great Families ... fight fiercely with each other, to take control of Iron Thrones."

(in minute 5:59 – 6:15)

In the data above, the sentence has a characteristic of allusion that is Great House. In literal meaning, great means an extent considerably above the normal or average. Meanwhile, the house means a building for human habitation, especially one that is lived in by a family or small group of people. In short, a great house is a good living place for a family or a small group of people. However, based on 'Game of Thrones' movie serial, the word 'Great House' can interpret as a big region or well-known as a big kingdom in the serial.

Nowadays, most people use movie dictions due to make their communication easier to say and understand to their community and no except President Joko Widodo. The sentence of his speech on the IMF-WB event has a characteristic of allusion which refers to famous words from Game of Thrones movie. Game of Throne is a serial movie from HBO that telling about the kingdom's life.

Based on the data, Mr. Joko Widodo quoted 'Great House' on his speech. The explanation of 'House' is relating to the word 'country' in the real situation. Mr. President of the Republic of Indonesia revealed the term Great Houses was like describing a superpower in the struggle for power to control the global economy. This diction is intentional using by him because he wants to say the economic condition and how the countries face it. He uses figurative language to make his audience more understand the situation without using its literal meaning. Using an allusion in his speech to relate to the real situation more easily and interestingly because people will know and link into the topic.

6. Game of Thrones: Evil Winter

"Namun yang mereka lupa, tatkala para Great Houses sibuk bertarung satu sama lain. Mereka tidak sadar adanya ancaman besar dari Utara, seorang Evil Winter yang ingin merusak dan menyelimuti seluruh dunia dengan es dan kehancuran. Dengan adanya kekhawatiran ancaman Evil Winter tersebut, akhirnya mereka sadar tidak penting siapa yang menduduki di Iron Thrones, yang penting adalah kekuatan bersama untuk mengalahkan Evil Winter agar bencana global tidak terjadi."

“But what they forgot, when the Great Houses were busy fighting with each other. They were not aware of the great threat from the North, an Evil Winter who wanted to destroy and envelop the whole world with ice and destruction. With the fear of the Evil Winter threat, they finally realize it is not important who sits on the Iron Thrones, what is important is the joint force to defeat Evil Winter so that global disasters do not occur. ”
(in minute 6:55 – 7:35)

Based on the data above, the sentence has a characteristic of allusion that uses the things, people or anything that known-well by the public. An allusion is one of figurative language that exists on Mr. Jokowi's speech on IMF event. Literally, evil has an adjective meaning as profoundly immoral and wicked. Winter means the coldest season of the year. In short, evil winter means a bad coldest season. However, 'Evil Winter' in the movie has a meaning as a threat that aims to decimate and rule over the world with ice and destruction.

Based on the speech, he describes the disaster or bad things on the economy with the analogy of Evil Winter that a famous line of this movie. This figurative language has a purpose to make the sentence and the meaning attractive. Mr. Jokowi uses this figurative language to help him tell the real situation without using real meaning, so the public can indirectly knowing the meaning of his speech. Seeing the concerns that occur in the world economy, Mr. Joko Widodo drew this situation with Game of Throne.

At the Annual Meeting IMF-WB 2018, Evil Winter is inserted in his speech where the meaning of diction is reflected the global challenges that are rapidly increasing, such as changes in safety and plastic waste.

7. Game of Thrones: Iron Thrones

“Dalam serial “Game of Thrones”, sejumlah Great Houses, Great Families... bertarung hebat antara satu sama lain, untuk mengambil ahli kendali Iron Thrones.”

“In the series “Game of Thrones”, several Great Houses, Great Families ... fight fiercely with each other, to take control of Iron Thrones.”
(in minute 5:59 – 6:15)

In the data above, the sentence used by the President of the Republic of Indonesia in the International forum. The sentence consists of the characteristic of allusion. In literal meaning, iron is a hard magnetic silvery-gray metal that much used as a material for construction and manufacturing, especially in the form of steel. Meanwhile, throne means a ceremonial chair for a king of the kingdom or the same figure. The word 'Iron Throne' means that a ceremonial chair made by silvery-gray metal for a king. The literal meaning of the word has a similar meaning with an explanation of 'Iron Throne' in the movie. The meaning of Iron Thrones itself in the series is the throne of the king who controls the region of Westeros.

Based on the data, Mr. Joko Widodo has mentioned the word 'Iron Throne' on his speech that has implied meaning. The word 'Iron Throne' describes the highest point that some superpowers want to control the economic world. In his speech, President Jokowi revealed that it is not important who will sit on the Iron Throne, the most important thing is togetherness in the face of prolonged calamities. It is undeniable that the game of thrones is a television series that has become popular so that many figures of speech are used to become familiar to Indonesian and world society. This word has the meaning of the highest position where the country can be in power. Naturally, President Jokowi used the Iron Throne allusion to convey the purpose of his speech so that it could be easily received by the audience.

2. Metaphor

1. Game of Thrones: Winter is Coming

“Dengan banyaknya masalah perekonomian dunia, sudah cukup bagi kita untuk mengatakan bahwa: Winter is Coming.”

“With the many problems of the world economy, it is enough for us to say that: Winter is Coming.”
(in minute 4:12 – 4:21)

Based on the data above, this sentence is one of the example of metaphor which pointed out there is comparison. Literally, winter is the coldest season of the year and coming has synonym as the arrival. In short, 'Winter is coming' means the coldest season will arrive. However, based on the movie-serial, 'Winter is Coming' is a motto from House Stark which is one of the idealist House on Game of Thrones and has been known throughout the beginning episode of this series. Winter is Coming has much meaning of this series, one of them as a warning of threat due to House Stark is in the North which be the first region to get winter. Winter is not a good season due to an unclear and unpredictable condition which might later deteriorate the house.

Based on Mr. Jokowi's speech at Annual Meeting IMF-WB 2018, the phrase Winter is Coming has meaning the same as in Game of Throne which is continuous warning and alertness. This is what makes President Jokowi assess the term Winter is Coming as a description of the condition of the world government to prepare themselves or always be alert to the increased risk of global uncertainty.

According to Martin, Winter is Coming has a metaphorical layer that he analogous to life going well as Summer and when it going to a dark period, it can imagine as Winter. The president of Indonesia intentionally uses this type of figure of speech because it makes catchphrase and also conveys the implicit or hidden meaning of the economic condition nowadays.

3. Assonance

1. Terminator: Hasta la vista, Baby!

“..there are still many excessive permits, licenses, and restrictions, to which we will say: Hasta la Vista, Baby”

In the data above, the sentence used by Mr. Joko Widodo in the US-ASEAN Business Council (US-ABC) forum in California. The data is one of the examples of figurative language that is assonance. Assonance is a figure of speech that using repetition of the sound of a vowel or diphthong in the sentence. Literally, Hasta la Vista means goodbye or see you later. The phrase 'Hasta la vista, baby!' is existed and brought by The Terminator's movie also has same meaning of the literal.

Based on the data, President Jokowi has used this phrase to say goodbye to the complexity of the business license bureaucracy that has occurred so far, the president wants to convince investors to invest in Indonesia. Using assonance figurative language has own purpose by the speaker. Based on the speech, *Hasta la vista, Baby!* has characteristics of assonance type.

Hasta la vista, Baby!

Assonance is the repetition of a vowel sound or diphthong in non-rhyming words. The example has been written in the underlined letter above where the vowel 'a' and the /ʌ/ sound has been repeated to other words on this phrase. This assonance phrase helps to create the hearer a more subtle way than through rhyming phrases. The conclusion, this figurative language makes the listener pay attention and memorable what the speaker says.

CONCLUSION

Figurative language is a language style used by authors to express an imaginative and classical message. This aims to create the reader to get a certain impact from the language style that tends to be emotional. There are many types of figurative language that the President of Indonesia, Joko Widodo, used in his speech such as allusion; metaphor; and assonance.

Based on the speech in the international event, the author found three types of figurative language. President Joko Widodo mostly uses the allusion in his speech with seven data such as using word *Infinity War*, *Avengers*, *Thanos*, *Game of Thrones*, *Great House*, *Evil Winter*, and *Iron Thrones*. He also used a metaphor phrase such as *Winter is Coming* and assonance for *Hasta la vista, Baby!* in his speech. He uses figurative language to make the audience more understand because they can relate the situation with what famous things which makes the speech more attractive and memorable.

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