PERSUASIVE STRATEGIES USED BY THE CANDIDATES OF GOVERNOR OF JAKARTA IN THE ELECTION DEBATE 2017 ON MATA NAJWA

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ABSTRACT

This research dealt with the persuasive strategies used by the candidates of the governor of Jakarta. The objectives of this study were to investigate the types of persuasive strategies used by the candidates of governor of Jakarta in the election debate on Mata Najwa 2017. The data were obtained from the persuasive strategies utterances of the candidates of Governor of Jakarta on Mata Najwa. This research applied qualitative research design. The data were collected through observation by taking video recording. The findings of this study showed that there were six strategies of persuasive strategies that utilized by the candidates if governor of Jakarta, they are consistence, authority, social-evidence, reciprocal, preference and rareness strategy.

Keywords: Persuasive Strategy, Mata Najwa, Governor, Election Debate

INTRODUCTION

The way people persuade other people to think or act as the speaker stated with some tactics called persuasion. Keraf (2004) defines persuasion as an art of verbal communication with the intention to assure someone to do something appropriate with the speaker purposes. (O'Keefe, 2002) describes persuasion as a deliberate attempt to influence the mind of the opposite side through communication where he/she is free to certain extent. Therefore, the aim of persuasion is to influence the opposite side by using different methods and motivate him/her in the desired direction. Persuasive technique has some area to be investigated, such as social, advertising, sales promotion, and others. In this research, the researcher find out that persuasive strategies are used by the candidates of Governor of Jakarta in The Election Debate 2017 on Mata Najwa, so the researcher will focus on persuasive strategies used in election debate.

It is a part of democratic systems where people elect the future leaders directly since Indonesia is also a democratic country. Jakarta, is the capital city of Indonesia that hold the election of the new governor and vice

governor for the next five years on. There were two couple candidates, the first candidate is Anies Baswedan (AB) as the governor with Sandiaga Uno (SU) as the vice governor and the second couple candidate is Basuki Tjahaja Purnama (BTP) as the governor with Djarot Saiful Hidayat (DSH) as the vice governor. They were invited to Mata Najwa talk show and challenged to debate their program.

In this election debate, there are just the candidates of the governors present. The researcher would like to identify the persuasive strategies used by both of the candidates during answer the question from the host. The candidates used persuasive strategies in their own way to attract the people to involve in their campaigns directly. They were trying to convince the people to vote for them in the election.

Study of persuasive language cannot be separated from the pragmatic theory. One of the main aspects of pragmatics is 'speech acts' which was first introduced by Austin (1960). Since one of the main goals of communication is to be understood, another important goal is needed that is how to affect the audience's beliefs , desires, and actions. Hence, it is the core of what pragmatic theorists are interested in; whereas analyzing how attitudes change is made would be the focus of social psychologists. Various types of speech acts have been investigated in terms of functions and uses of the language such as 'imitation', 'refusals', 'apologies', congratulations', ' persuasion' and so on. Pragmatically, the persuasion target interprets the information to be communicated with a particular persuasive intention, i.e., speech acts are frames with conventional meaning or intent (Goffman 1974). In this respect, Robin Lakoff (1982) presented the best definition of persuasion as "the nonreciprocal attempt or intention of one party to change the behavior, feelings, intentions, or viewpoint of another by communicative means."(c.f. Hardin, 2010:155). In the same realm, Searle (1969) regarded persuasion as a directive speech act in which the speaker intends to make the hearers perform some form of action.

In this research, the researcher uses speech act theory to analyze the data. The researcher uses speech act theory because by using speech act theory, we know and understand about the contents, the messages, and the purposes of the persuasive utterances in the election debate. Persuasive is form of directives principles, both of them having the same function, such as to commanding, ordering, or asking the audiences to take action. Therefore, in this analysis the researcher wants to discuss the kinds of speech acts contained in persuasive utterances in the election debate of governors election in Jakarta and to explain the relevance of persuasion with kinds of speech act and persuasive techniques used by the governors in order can be studied intact and integrated.

Based on the background of the study, the problems of this research are formulated as the following: How are those types of persuasive strategies realized in speech acts that utilized by the candidates of governor in the election debate?

REVIEW OF LITERATURE

In communication process, the use of persuasion has a big role in conveying the message and achieving the purpose. The term persuasive/persuasion have been defined by many experts in slightly different ways. Keraf (2004:118) defines that persuasion is an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. The ability to persuade someone using words or another thing can be included as an art. It needs a specific skill to organize words and another aspect in order to influence people for doing something using verbal and non-verbal way is called persuasion.

Cialdini (1999) states that persuasive strategies are divided into 6, namely: Consistence, authority, reciprocal, social-evidence, preference and rareness.

Speech Act Theory

Theoretically, this study cannot be separated from pragmatics theories. Speech act has been one of the main aspects of pragmatics for a long time. This concept was introduced first by Austin (1962) in his search for finding ways of regarding language as a form of action. Searle (1969) also contributed to develop this theory.

The study of speech act is very importance for us. The one importance of studying speech act is to make us comprehend what message that discovered in every utterance. Speech act also decided by the language ability of

speaker to convey the message in communication. If we can understand about the meaning of speech act with clearly. So, when we speak with other people in the communication or conversation, the speaker not only speak source (the utterance have not intention and goal), but the speaker must be interpret of the speaker's meaning to the hearer. And the speaker can make hearer to understand the meaning of that utterance by speaker said. Speech act just perform in conversation or dialogue which performed by speaker and hearer.

Austin (1962) initially distinguished between performative and constative utterances. In his view, utterances which refer to saying something and can be evaluated by truth value are called constatives; on the other hand, utterances which refer to doing something and should regard the felicity dimensions are called performatives (Verschueren, 1999). Austin (1962) made a distinction between locutionary, illocutionary, and perlocutionary acts as components of any utterances, including performatives and constative utterances. According to Austin (1962) locutionary act is act of saying something which deals with an utterance whose meaning can be recognized. Illocutionary act deals with what one does in saying something and emphasizes the speaker's intention and the last one perlocutionary act deals with what one does by saying something which is concerned with the effect that is produced by saying that utterance.

Searle's Classifications on Speech Act

To make clear about the meaning from the utterance, Searle (1976) proposed that speech act could be grouped into general categories based on the relation of word and world. There are five basic kinds of actions that one can perform on speaking or utterance, by means of the following types: representatives, directives, commissives, expressives, and declaratives.

a. Representatives

Representatives tells about the truthfully of the utterance. In other words, it presents external reality by making their utterance or words fit with the world as they believe it to be Yule (1996:53). Searle used the term "assertive" in stating this category. In my point of view, representatives are statement which commits the speaker to something being the case. This type performs action such as: stating, informing, conveying, reporting, believing, denying, describing, affirming, boasting, concluding, claiming, predicting and etc. For example: "no one can make a better cake than me", this utterance is a representatives that utterance was stating some general truth (Peccei, 1999: 51).

b. Directives

This second category means that speakers direct the hearer to perform some future act which will make the world fit with the speaker's words (Peccei, 1999: 51). In my assumption, the utterance in this category attempt to make the addressee perform an action. Directives perform commanding, admonishing, permitting, dismissing, excusing, forbidding, instructing, advising, begging, challenging, insisting, pleading, urging, ordering, requesting, warning, suggesting, inviting, and etc. For example, because the garage was mess. Ed said to Fey "clean it up!" it's mean that Ed commanding Fey to clean the mess.

c. Commissives

In commissive, speakers commit themselves to a future act which makes the words fit their words. They express what speaker intends (Yule, 1996 :54). Commissives is the utterance is produces to give action in the future. They are promising, vowing, planning, threatening, offering, refusing, pledging, guaranteeing, agreeing, consenting, volunteering, swearing and etc. They can be performed by the speaker alone, or by speaker as a member of a group. "I'll take her to the doctor" it is the example of planning. The situation is Steve's cat named Coco is sick, and he will take Coco to the vet to check her (Peccei, 1999 :51).

d. Expressives

Searle make a one category for speech act that focus on primarily on representing the speaker's feeling, it was expressive. Expressive use the speaker makes words fit the world (of feeling). They express a psychological state (Yule, 1996 :53-54). The expressions such as thanking, apologizing, welcoming, consoling, pleasuring, like, dislike, joying, praising, congratulating, deploring, greeting, and etc. In my opinion, expressive is kind of speech act that expressing of feeling. "I'm really sorry!" is the example of apologizing in expressive types. It reflect that the speaker require some apologizing to hearer.

e. Declaratives

This kind of speech act is quite special, because the speaker utters words or statement that in themselves change the world via words (Yule,1996:53). Declarations which effect immediate changes in the institutional state of affairs and which tend to rely on elaborate extra linguistic institutions (Levinson, 1983 :236). I agreed with George Yule's ideas that this category was special because it can change something in reality. The paradigm cases are: excommunicating, declaration war, firing, christening, nominating, finding guilty/innocent and etc. For example utterance : "I pronounce you husband and wife". This utterance by a priest to decelerate a man and a women marriage and become a husband and wife (Yule, 1996:53).

Strategy of Speech Act

There are two kinds strategy of speech act to realize the illocutionary act. They are direct and indirect speech act. This is a definition of direct and indirect speech act:

a) Direct Speech Act

This type has direct relationship between a structure and the function (Yule, 1996:55). A statement that said directly from the speaker to hearer that usually in the form of imperative sentence is defined of direct speech act. Direct speech is formally based on the mode, the sentence can be divided into news sentences (declarative), interrogative sentence (interrogative) and command sentence (imperative). Conventionally, news sentences (declarative) used to tell something (information); interrogative sentence for asking something, and command sentence to declare the command, invitation, request or petition.

Direct speech act is where the utterance said appropriate with the function of the sentence. Direct speech act such as declarative sentences is to informing something. For example utterance "move out that way!" this utterance said by a speaker to hearer to move from his place. It is clear and appropriate that the speaker gives command to the hearer. Performatives verb is one of form direct speech act. The verbs that specify the illocutionary acts being performed or the type of verbs used to make performative utterances are called performatives verb. In other word, performative verb is verb where saying it or writing it performs the action itself.

The three characteristics of performative verb is the first, performative verbs are verbs that describe actions carried out by speakers, the second is they are used in 1st person singular, simple present, indicative, and active, and the last is they can be combined with hereby. The example of performative verb is promise, request, name, order, warn, predict, declare or refuse, ask, etc.

Indirect Speech Act

As Yule (1996:55) says in his book that indirect speech act is utterance which has an indirect relationship between a structure and the function. In other words, this speech act is performed indirectly through the performance of another speech act. Indirectness is a widely used conversational strategy. People tend to use indirect speech acts mainly in connection with politeness (Leech 1983: 108) since they diminish the unpleasant message contained in requests and orders.

Indirect speech acts are generally considered more polite that direct speech act (Yule, 1996: 56). In the theory of speech acts Searle has introduced the notion of an indirect speech act. In indirect speech acts the speaker communicates to the hearer more than he actually says by way of relying on their mutual shared background information, together of general powers of rationality and inference of the part of the hearer (Searle 1976).

METHODOLOGY

This study was conducted by applying qualitative research method. The purpose of qualitative research was to understand something specifically, not always looking for the cause and effect of something and to deepen comprehension about something that studied (Moleong, 2009:31). The data collected were in form of words or pictures rather than numbers. The data include from interview, field-note, photo, videotape, private document, note,

memo and other official records. Then, it also stated that a research is descriptive with the natural setting as the direct source of the data and the researcher is the key instruments. So, the data collection was very dependent on the researcher. The data were collected in the form of words in order to give more understanding the researcher did not reduce the page upon page narration. The researcher analyzed the data with all of the richness as closely as possible to the form in which they recorded and transcribe and the written result of the research contains quotation from the data illustrate and substantiate the presentation.

The source of data in this research was the video youtube of the governor's candidates's in the Election Debate 2017 on talk show "Mata Najwa". There were only two pairs candidate. The first was Anies Baswedan (AB) with Sandiaga Uno (SU) and the second was Basuki Tjahaja Purnama (BTP) with Djarot Saiful Hidayat (DSH).

The data in this research were the candidates' sentences that contain persuasive strategies in the election debate. It was taken from the video YouTube of candidates' utterances in a talk show "Mata Najwa" then transcribe into written text. In this study, the researcher taken the data from Mata Najwa with theme "Babak final debat Pilkada Jakarta Mata Najwa" that showed on 27th March 2017.

The data of this study was collected through the observation. Observation is a technique that involves systematically selecting, watching and recording behavior and characteristics of living beings, objects or phenomena. It is often collected over period of time, collected by a variety of people, thereby increasing the possibility of reliable results. Accuracy may be helped by voice or video recording prior, with multiple people taking part in analysis.

The observation could be undertaken in non-participant observation. According to Bogdan and Biklen (1992) the non-participant observation the observer watched the situation, openly or concealed, but does not participate. In this research, the researchers watched the debate from YouTube and download it. After that, the persuasive strategies of the candidates of governor were transcribed. After all the utterances of persuasive strategies transcribed, the transcription was analyzed based on the theory to answer the three research problems.

DISCUSSION

After having analyzed the data, there was a point as the important ones to be discussed in this study.

The Realization of Speech Act in Persuasive Strategy utilized by the candidates of governor of Jakarta

In this study, the persuasive sentences were analyzed based on types of speech act argued by Searle (1979) namely: Directive, Representative, Commissive, Expressive, and Declarative. These speech acts are combined into one another to adapt the forms or patterns utterances used by the candidates. In this case, the way of performing speech acts to be used in each types of are direct or indirect speech acts.

Representatives in Persuasive Strategies

Representatives are those kinds of speech acts that state the speaker believe to be the case or not. The use of representative is characterized by using the following words: state, suggest, boast, complain, claim, report, warn, assert, etc. the example of assertive that found based on the data as follow:

ARB: "Sebenarnya kalau petahana itu menunjukkan karya, bukan menunjukkan program, kalau menunjukkan program disaat kampanye itu adalah calon. Tapi kalau petahan tunjukkan sudah dikerjakan bila dirancang 2013 dan gak jalan sampai sekarang bagaimana kita bisa mengharapkan ini terkeksekusi di kemudian hari. Ini catatan mendasar bagi pemilih untuk memikirkan, dan orang tua, orang tua baru di pikirkan ketika ada pilkada. Mungkin mereka semua berharap tiap bulan ada pilkada, jadi orang tua dipikirkan". (U29) (ARB: "Actually, the petahana shoud be showing work not program, the one who show the program is the candidate but if the petahana had planned since 2013 and had not been worked until 2017 how can we expect that this would be work one day, this is the basic note for the voters to think about it, and also parents, they were thinking of parents when the elections started. They may all look forward each month there are elections, so they will be thinking of")

The utterances above contain the persuasive strategies of something that must be the case. The candidate was trying to make the audience realized that his rival was a bad choice. Because he thought that his rival just thinking about their programs when the Election Day come closer.

BTP: "Enggak, justru saya bilang ini dua sisi yang berbeda ya. Saya kira bagus untuk penonton juga, bisa lihat perbedaan ini. Saya tetap konsisten, anda kalau mau dapat KJP harus sekolah, anda masuk lagi ke formal, saya urusin, anda umur berapa kita urusin gakpapa. Tapi kalau anda tidak sekolah, anda mau kerja atau mau usaha, mau paket A paket B itu kita bantu bukan dapat KJP, gitu loh.. ini beda banget..". (U67) (BTP: "Nah, for me this is two different sides. I think this is also good for the audience, so that they can see the differences. I remain consistent, if you wanted to get KJP you have to go to school, you have to enter the formal school, I will take care of it, it does not matter how old are you. But if you are not going to school, and you want to work or have a business, you want to get A packet and B packet, we will help you but you will not get KJP, that is. This is very different..")

The utterances above showed that the candidate trying to explain that his KJP program with his rival KJP+ program is very different. He was stating that his KJP program will serve that one who wanted to go to school, but if you don't then you will not get it.

Commissive in Persuasive Strategies

In commissive, the utterances that expressed use to commit some future action or the words that contained promising, pledging, threatening, etc that have purpose to influence the audience. Thus, the commissive can be a persuasive strategies that used by the candidates. It can be analyzed in the data below:

BTP: "Ya prioritas kami tentu adalah bagaimana membuat orang Jakarta itu otak, perut, dompetnya penuh. Artinya itu dari sisi rohani, budaya, pendidikan, kesehatan maupun ekonomi. Nah untuk mencapai itu, prioritas utama kami yang telah kami lakukan adalah birokrasi. Nah itulah prioritas utama kami. Kami sangat yakin, dengan adanya birokrasi yang tertata baik, dengan adanya transparansi, dengan adanya sistem, maka ini akan lima tahun kedepan, ketika pns-pns yang muda mulai naik dia akan mulai mengisi.". (U37) (BTP: "Our priority is of course to make the Jakarta's people brain, stomach, wallet full. This means that in terms of spirituality, culture, education, health and economy. Now to achieve that, our main priority that we have done is the bureaucracy. Now that's our top priority. We are very confident, with the existence of a well-organized bureaucracy, with transparency, with the existence of a system, then this will be in the next five years, when young government employees begin to rise he will begin to fill")

The utterances above showed that the candidate commit some future action that say he will think of the citizen of Jakarta including their brain, stomach and also wallet, different from his rival program. He convince the audience that their priority was how to make the system of bureaucracy in Jakarta have a good system, good transparency, so that then 5 years ahead all of the changes will begin to fill. The other example is:

BTP: "Saya begitu selesai pilkada tanggal 19, tanggal 20 saya sudah kerja lagi. Karena masa jabatan saya itu yang pertama sampai Oktober 2017, apa yang kita akan lakukan, kita langsung akan bangun tempat-tempat religi, itu adalah gabungan beberapa agama". (U212) (BTP: "When this election finish on 19th and on 20th I will be working again. Since my tenure will be finish on October 2017, what we will do, we will immediately build religious places, and it is the combination of several religions".)

The utterances above showed that the candidates trying to convince the audience that he will spent his tenure with work and work. And he will recreate the harmony of religion by building some religious places.

Expressive in Persuasive Strategies

The speech acts of expressive showed the emotional expressions of a speaker. These expressions are used to express things related to inner feeling that is felt by the speaker. The candidates express their psychological states, in order that it is expected to affect the audiences to follow the idea or what the candidates said in their persuasive strategies. The example of expressive in persuasive strategies is presented in the data below:

ARB: "Pak BTP, dengan segala hormat, kota tempat Pak BTP tinggal namanya Jakarta utara, disana angka partisipasi anak SMA hanya 52% artinya 48% diluar sekolah. Jadi KJP nya bapak itu hanya mencangkol separuh, dari

anak-anak di kota tempat bapak tinggal. Betapa tidak adilnya pendekatan seperti ini. Nah, ini yang kita akan ubah..". (U65) (ARB: "Mr. BTP, with all respect, the city where you lived namely north Jakarta, where the participation rate of high school students only 52% means 48% outside from school. So your KJP only crosses its half of the in the city where you lived. How unfair this approach is")

From the data above we know that the candidates showed his respect to his rival by expressing his honor to him. That honor also aimed to influence the audience to give good sample of how to speak respectly even what he was intended to do to judge his rival's program.

Declarative in Persuasive Strategies

The utterances in speech acts of declarative contained the statements that can change the condition/fact that different than before. It can be including in some expressions such as, declaring, resigning, naming, nominating,etc. the data of declarative analyzed in the following data:

ARB: "Jangan ancam mengancam, satu mengancam membatalkan KJP jika gubernurnya diganti, dibalas, satu mengancam tidak mensholatkan jika memilih gubernurnya. Hentikan ancam-mengancam, tapi kemudian saya ingin ingatkan pada semua, ini suratnya ada, bahkan tertulis pernyataan soal ini, disebarkan ke semua, yang sebenarnya kita tidak punya tanggungjawab konstitusional, ini tanggungjawab moral". (U191) (ARB: "Do not threaten, one threatens to cancel the KJP if the governor is replaced, reciprocated, and then one threatens will not pray for the dead body if he/she do not choose him. Stop threatening! but then I want to remind all, we have this letter, even written statement about this, spread to all, which we actually have no constitutional responsibility, this moral responsibility")

From the data above showed that the candidates trying to persuade and influence the audience to stop threatening. In this case, he declared that this is about moral responsibility that can ruin the nation. These utterances had function as a means of ordering or requesting the audience to support the candidates although the candidates did not order the audience on record or it was done indirectly.

Directives in Persuasive Strategies

Directives means that speakers direct the hearer to perform some future act which will make the world fit with the speaker's words (Peccei, 1999: 51). The utterance in this category attempt to make the addressee perform an action. Directives perform commanding, admonishing, permitting, dismissing, excusing, forbidding, instructing, advising, begging, challenging, insisting, pleading, urging, ordering, requesting, warning, suggesting, inviting, and etc. . The data of directives analyzed in the following data:

BTP: Saya adalah orang yang selalu yakin, ketika kepuasan orang Jakarta ada diangka 70% keatas, kalau merasa puas dan mempercayakan pada saya kembali dengan pak Djarot maka tentu kami berterima kasih karena program-program kami akan dilaksanakan dengan sangat cepat karena memang kami sudah punya semua, bukan ngomong saja, sudah dikerjakan, udah setengah jalan ini tinggal melengkapi.(U216). (I am a person who is always confident, when the satisfaction of Jakarta people is estimated to be 70% and above, if I feel satisfied and entrust me with Pak Djarot then surely we are grateful because our programs will be implemented very quickly because we already have everything, Not just talking, it's been done, it's halfway to complete it)

This sentences the candidates was trying to get the audience voting by saying that he is such a confident man and he was sure that the level of satisfaction of the citizen of Jakarta can reach up to 70%. So that they can continue their programs.

Based on the five types of speech acts that was found in the utterances of persuasive strategies of the election debate of the candidates of the governor of Jakarta on Mata Najwa. It could be counted the frequencies of each types

CONCLUSIONS

This study was concerned on the realization of persuasive used by the candidates of the governor of Jakarta in Mata Najwa 2017. It was aimed at describing the types of persuasive strategies. After all the data have been analyzed, the conclusion can be stated as the following: findings are describes as the following:

There were 5 types of speech acts found in the utterances namely, directives, representatives, commisives, expressives and declaratives. Representatives was the mostly realized in the utterances with percentage 44% and used 36 times. The second types that mostly realized was Commisive with the percentage 42% and used as 35 times. The third was declaratives that found 6 times with percentage 7.3%. the fourth was Expressive that found 4 times with percentage 4.7%. The fourth was expressives with 4.7% used 3 times. The last one was directives that was found 1 time. Based on the data above it could be conclude that the most dominant types found in persuasive strategies realized in speech acts was representative. And also the way speech acts used in the utterances was Direct with the total 54 times and 65% and Indirect 27 times and 35%. Thus, the most dominant the way speech acts used in the utterances was Direct speech with the total 65% and used 54 times.

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