RHETORICAL STYLE AND FIGURATIVE STYLE USED BY JOKOWI’S SPEECH IN PLENARY SESSION IMF-WORLD BANK ANNUAL MEETINGS 2018

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Abstract
The ways individual’s speech conveys variety aspects, not only their original and social dialects but also according to the context. The distinctive manner in which people express themselves is referred to as style. The purpose of this study was to describe the language style used by Jokowi’s Speech in Plenary Session IMF-WORLD Bank Meetings 2018 based on Keraf’s theory which classifies language style: rhetorical style and figurative style. The president of Indonesia, Jokowi, is a humble, creative and he delivers his speech simply and briefly. This research was descriptive qualitative research based on speech delivered by Jokowi in Plenary Session IMF-WORLD Bank Annual Meetings 2018. There are rhetorical style and figurative style used by Jokowi’s speech.

Keywords: Rhetorical style, figurative style, speech

1. Introduction
Language in this sense becomes a possession of a social group, and indispensable set of rules which permits its members to relate to each other, to interact with each other and to cooperate with each other. Varshney (1998:4) states that language as a set of conventional communicative signals used by humans for communication in community. Language is quite complex because it is not enough or the speakers just to know the meaning of his or her utterance but the context of situation and the context of the culture must be understood whether it is in public or a private, formal or informal situation who is being addressed and who might hear the utterances. Style is like personality. It indicates the manner and the way of writing, speaking or doing in which covers a set of individual characteristic.

Furthermore, style refers to variation which is not associated with grammar or rules of language. Otherwise, style is a deviation from a standard or norm of a language as stated by Hymes (1974:106) that all of speech which is preferable to set of styles in the repertoire of a person or community is taken as concerned with departure or deviation from a norm of the intention of the source (as it is with some writers and speakers). The use of certain language styles in a speech might add some effects on the utterances as well as the meaning conveyed in the utterances. Moreover, Keraf (2009:112) states that style is the way to express thought through distinctive language which shows one’s soul and personality. Hence, someone’s character can be judged from the way he or she uses the language. The better language someone uses better judgment he or she gets.

The Annual Meetings of the Boards of Governors of the International Monetary Fund (IMF) and the World Bank Group (WBG) bring together central bankers, ministers of finance and development, parliamentarians, private sector executives, representatives from civil society organizations and academics to discuss issues of global concern, including the world economic outlook, poverty eradication, economic development, and aid effectiveness. Also featured are seminars, regional briefings, press conferences, and many other events focused on the global economy, international development, and the world’s financial system. This year’s events will take place in Nusa Dua, Bali, Indonesia, October 8th-14th, 2018.

Joko Widodo is Indonesia’s president for period 2014-2019. Joko Widodo, more well-known as Jokowi, is the seventh president of Indonesia. As the leader of a country, Jokowi certainly has a very influential role in bringing people’s ideas. Unlike with several presidents
before, Jokowi has been widely known as a modest leader. When he was the governor of Jakarta, he was always keen to have a visit so-called blusukan to community to directly see the condition and the problems occurring in the place. Surprisingly, before he was officially declared as president, due to his unique and modesty, a prominent international magazine TIME chose him to be its cover. The Time said “Jokowi is the force of Indonesia”. His being recognized in this magazine obviously showed us that Jokowi is not only well-known in Indonesia, but also in other countries. He is a down to earth man, he delivers his speech simply, ad briefly. Thus, listeners could identify Jokowi as someone who prefers to keep things simple. It is found from the organization of the speech, Jokowi tended to be unclassifiable since he described his broad vision for a stronger Indonesia frankly.

2. Review of Literature

2.1. Language Style

Chaika (1992:29) states that language style refers to the selection of the linguistic forms to convey social or artistic effect. Style is a kind of language varieties. Keraf (2009:113) mention that style or language style is considered as the way to show the mind through particular language which expresses soul and character. Style may refer to some or all of the language habits shared by a group of people at one time, or over period of time. Style is given a more restricted meaning when it is used in an evaluative sense, referring to the effectiveness of a mode of expression. Hymes (1974:105) states that styles may be regarded as departures or deviations from a standard or norm. Style involves not only the organization of linguistic means, but also the consequences of their use. Hence, the successfuzzliness of communication is not primarily by the grammatical aspect since there are other aspects that should be taken into consideration, one of them is style.

Kinds of Language Style

Keraf (2009:129) classifies the rhetorical meaning into some styles, namely: alliteration, assonance, anastrophe, apostrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemism, litotes, hysteron proteron, tautology, periphrasis, prolepsis, eroteses, syllepsis, zeugma, corectio, hyperbola, paradox, pun and oxymoron. On the other hand, the figurative meaning is classified into simile, metaphor, allegory, personification, allusion, eponymy, irony antonomasia, hypallage, synecdoche, epithet, satire, innuendo, antiphrasis, pun, and sarcasm.

Vivian & Jackson (1961:307) group the figurative style into three categories: figures of comparison (simile, metaphor, personification), figures of contrast (irony, understatement, overstatement), and figure of association (metonymy, synecdoche). For the purpose of this study, the focus will be on the rhetorical and figurative language style which proposed by Keraf (2009:129).

Meaning

Direct and indirect meanings are mostly interpreted as literal and non-literal meaning. Semantic does not only explain about the concept of meaning from communication system, but also it explains concepts of meaning from lexical grammatical side known as lexical and grammatical meanings. Kreidles (1998) states that lexical meaning (dictionary meaning) is a meaning that is composed of smaller meaningful parts, or it is the meaning from the dictionary directly. For example, the word “table” has a definite meaning, besides table has
reference as a noun. The lexical meaning based on Advance Dictionary in English Language, table is a piece of furniture that consists of a flat top supported by legs. Thus, the lexical meaning is the real description about concept of meaning. On the other hand, grammatical meaning is meaning caused by grammatical process of affixes, reduplication, and composition. For example, ate – ate – eaten, etc.

Indirect Meaning

a) Rhetorical Meaning

Rhetorical meaning is a meaning which deviates from its literal meaning in order to get certain effects. Keraf (2009:129) classifies the rhetorical meaning into some types, namely:

1) Alliteration is a series of words that begin with the same letter or sound alike. In other words, alliteration is language style that has the repetition of the same consonant that follow

2) Assonance is the identity or similarity in sound between internal vowels in neighboring. Assonance is the repetition of vowel sounds, most commonly with short passage of verse or language style that has repetition of the same vowel, sound in words that follow each other, and it is usually found in poem in order to emphasize or to make it more artistic. For example: She has healthy and shiny skin.

3) Anastrophe is a figurative of speech in which the syntactically correct order of subject, verb and object is changed. For example: potatoes I like to mean I like potatoes.

4) Apophasis is a figure of speech which conveys denial of one’s intention to speak of a subject that is at the same time named or continued. For example: “I’m not going to throw mud at my opponent because he’s a fine man.

5) Apostrophe is the breaking off discourse to address some absent person or thing, some abstract quality, an inanimate object, or a nonexistent character. For example: Ugh, cell phone, why don’t you load y message?

6) Asyndeton is the omission of conjunction between words, phrases or clauses. For example: She was young, she was pure.

7) Polysyndeton is the addition of conjunctions between words, phrases or clauses. For example: She was young and pure.

8) Chiasmus is the reversal of grammatical structures or ideas in successive phrases or clauses which do not necessarily involve a repetition of words. For example: You forget what you want to remember, and you remember what you want to forget.

9) Ellipsis is a style that omits a part of sentence which easily to be filled or interpreted by reader and make the meaning of the sentence become clear. It is also used when you want to quote material and omit some words which usually consists three evenly spaced dots (periods) with space between the ellipsis and surrounding letters or other marks. For example: The ceremony honored twelve brilliant athletes …visiting the U.S.

10) Euphemism is a words or phrases used to replace an unpleasant word or expression which describes reality in a more pleasant and less direct way. For example: die > pass away

11) Litotes is understatement using a negation of a term with negative connotations to highlight the positive connotation of the opposite. In other words, it is a denial of the contrary. For example: He is no fool.

12) Hysteron Proteron is a rhetorical device which occurs when the first keyword of the idea refers to something that happens temporally later than the second keyword. For example: We granted his prayer and gave him John, and we made his wife fertile for him.

13) Pleonasm is the use of a second or more words (phrase) to express an idea. These words are redundant. For example: He saw the accidents with his own eyes.

14) Tautology is needless repetition of the same idea in different words. For example: All beloved friends, fellow, buddies.

15) Periphrasis is used when the idea or argument is given before it occurs in the reality. For example: My parents found out I crashed the car. I’m dead, instead of saying I will be dead.
Erotesis is a rhetorical question implying strong affirmation or denial which doesn’t need answer. For example: Do you see this, O God?

17) Sylllepsis is one verb governing two or more nouns with at least one of which is literally incongruous. For example: I bought the milk and the idea of going shopping.

18) Zeugma is used when one verb or adjective governing two or more nouns, blending together grammatically and logically different ideas. For example: John lost his coat and his temper.

19) Rectio is a correction or revision of previous words. For example: shameful it is say ay-if the fact be known.

20) Hyperbole is a deliberate overstatement or exaggeration, the aim is to emphasize or intensify one of the features of the object in question to a degree which will show its utter absurdity. For example: You will have a perfect feeling.

21) Paradox is a statement that appears to contradict statement that may nonetheless be true. For example: Just because she’s passed on. Doesn’t mean she’s moved on.

22) Oxymoron is used when incongruous or contradictory terms appears side by side. For example: It was such a cruel kindness.

b) Figurative meaning

Figurative meaning is classified into simile, metaphor, allegory, personification, allusion, eponyny, irony antonomasia, synedcoche, epithet, satire, innuendo, antiphrasis, pun, and sarcasm.

3. Research Methodology

This study applies descriptive qualitative design by using participant object. This study focuses on language style in political speech. Bogdan & Biklen (1992) defines that qualitative research as a research method whose data “is in the form of words or pictures rather than number.” The qualitative researcher, then, attempts to arrive at a rich description of people, objects, events, places, conversations, and so on. As the study focuses on language style in a speech, the data in this research are in the form of utterances, instead of numbers.

Moreover, based on the purpose of the research, this research is a descriptive research. Ary, Jacobs, and Razavieh (2002:425) mention that descriptive research needs descriptive data which deals with data that are in the form of words, rather than numbers and statistics. The study will discover and describe the various language styles used by Jokowi, the President of Indonesia.

The study design of the study is case study design. Merriam (1988) in Bogdan and Biklen (1992:62) defines a case study as a detailed examination of one setting, or a single subject, a single depository of documents, or one particular event. This study will use a transcript (written records) of Jokowi’s speech in Plenary Session IMF-WORLD BANK Annual Meetings 2018. Some other sources like video of the speech delivery will be also used as the preliminary data. All data from Jokowi’s speech in Plenary Session IMF-WORLD BANK Annual Meetings 2018 will be examined and identified in order to find the rhetorical styles.

3.1 Data and data resource

The data of this study was the utterances of Jokowi in Plenary Session IMF-WORLD BANK Annual Meetings 2018. In order to make data analyzable, the obtained utterances were firstly selected from the data transcription to avoid many practical difficulties of data collection. After the researcher carefully read the transcripts, the utterances of Jokowi were identified based on the indirect meaning of style and the function of the speech. Every utterance which contains rhetorical styles was taken out from the transcripts. The data resource was taken from Jokowi’s speech in Plenary Session IMF-WORLD BANK Annual Meetings 2018 from https://www.youtube.com/watch?v=BQbzDeQk-Ws. Linguistic communication is not easily understood, this understanding is to be achieved by various elements of language and context which lead to a clear apprehending of what someone is saying or asserting. Hence, certain distinctions must be made, namely, the literal meaning of the utterance, the semantic content, and further the communicative content the speaker follows any exchange, including language variation.

3.2 Technique of Data Collection

The researcher used observation method, meaning that the researcher collected the data by listening and observing the video and transcript of Jokowi’s speech from the website https://www.youtube.com/watch?v=BQbzDeQk-Ws. The technique of collecting data...
was non-participant observation technique. In this research, the writer acted only as an observer who was not involved directly and actively in the research object. The utterances were observed and transcribed and classified into the types of rhetorical style and functions of the speech. Then, by using the data obtained from those techniques above, the style of Jokowi’s utterances were interpreted. This was done by considering the data obtained from utterances in Jokowi’s speech in Plenary Session IMF-WORLD BANK Annual Meetings 2018. In order the researcher gains the data, the researcher did these steps of collecting data:

1. Downloading the political speech of Jokowi
2. Transcribing the utterances

### 3.3 Technique of Data Analysis

The data was analyzed by using interactive model proposed by Miles and Huberman (2014:33) with the three phases of data analysis. The phases are: (1) data condensation, (2) data display, and (3) conclusion/verification. Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming the raw data that appear in written-up field notes.

1. **Selecting**
   In this part, the researcher selected utterances and only are the limited to the utterance contains rhetorical and figurative language style.

2. **Focusing**
   In this part, the researcher focused on the utterances which had been selected and pay intention to the rhetorical and figurative style based on the theory.

3. **Simplifying**
   In this part, the researcher simplified the obtained data separating all the utterances into two main categorizations namely rhetorical and figurative meaning.

4. **Abstracting**
   In this part, the researcher abstracted the data which had been simplified by looking up the utterances whether the rules have been matched to the simplified data.

5. **Transforming the raw data**
   In this part, the researcher transformed the data into data display with the analysis of each utterance.

### 3.4 The Trustworthiness of the Study

The trustworthiness is significant in qualitative research. The aim of trustworthiness is to support the argument that the inquiry’s findings are worth paying attention to (Lincoln and Guba, 1985). To fulfill the trustworthiness of the study, the researcher used triangulation, a cross-checking information and conclusion through the use of multiple procedures of source. Triangulation refers to the use of more than one approach to identification of a research question in order to enhance confidence in the ensuing findings. Miles and Huberman (1994) states that the triangulation is supposed to support a finding by showing that independents measures of it agree with or at last, do not contradict it.

This study uses theoretical triangulation in which the writer will try to find out the trustworthiness of obtained information by doing crosschecking to the previous research data found and theories which are related to this research’s necessity. This is based on the reason that the utterances which are analyzed by the researcher needs to answer the question of Megawati used the rhetorical and figurative language style in is political speech.

### 4. Data, Data Analysis and Findings

#### The Data

The writer used Jokowi’s speech as the object of the study. The speech was downloaded from the internet contained 8 paragraphs. All the data which consisted of rhetorical and figurative meaning were retyped and analyzed based on Gorys Keraf’s theory. The writer proposed ten types of rhetorical styles in Jokowi’s speech. In analyzing the data, the researcher applied the data analysis of Miles and Huberman (2014:33); data condensation, data display and verification.

#### Data Analysis

Rhetorical style and figurative style convey a meaning which devices from its literal meaning in order to get certain effects. There are about 22 types of rhetorical style proposed by Keraf (2009:129), namely: alliteration, assonance, anastrophe, apostrophe, asyndeton, polysyndeton, chiasms, ellipsis, euphemism, litotes, hysteron proteron, tautology, pleonasm, periphrasis, prolepsis, syllepsis, zeugma, correction, hyperbola, erotesis, paradox and oxymoron. The rhetorical style found in Jokowi’s speech is described in the following.

1) **Alliteration**

Alliteration is a series of words that begin with the same letter or sound alike.

*Pertama-tama, atas nama masyarakat Indonesia, saya menyampaikan terima kasih atas perhatian, atas dukungan, dan atas bantuan dari Bapak, Ibu. (Paragraph 2)*
2) **Assonance**

Assonance is the repetition of vowel sounds or repetition of the same vowel sound in words that follow each other.

*Hal ini menunjukkan persaudaraan kita yang sangat erat, persaudaraan untuk kemanusiaan dan persaudaraan untuk menyelesaikan masalah bersama-sama.* (Paragraph 2)

3) **Anastrophe**

Anastrophe is a figure of speech in which the syntactically correct order of subject, verb and object is changed.

a. **Sepuluh tahun yang lalu** kita mengalami krisis finansial global. (Paragraph 3)
b. Saat ini kita sedang menghadapi ancaman global yang tengah meningkat. (Paragraph 6)

4) **Asyndenton**

Asyndenton is the omission of conjunctions between words, phrases, or clauses which aims to reducing the indirect meaning of the phrase and presents it in a concise form. In Jokowi’s speech, it is used to make the listeners catch and understand the idea easily.

a. Dalam serial *Game of Thrones*, sejumlah “Great Houses”, “Great Families”, bertarung hebat antara satu sama lain untuk mengambil alih kendali “The Iron Throne”. (Paragraph 5)
b. Saya ingin menegaskan, saat ini kita masuk pada season terakhir dari pertarungan ekspansi ekonomi global yang penuh rivalitas dan persaingan. (Paragraph 8)

5) **Pleonasm**

Pleonasm is the use of more words than those necessary to denote mere sense. The function of pleonasm found in Jokowi’s speech is to make his idea clearer or to reinforce his idea.

a. Dengan *banyak masalah perekonomian dunia*, sudah cukup bagi kita untuk mengatakan bahwa *winter is coming*. (Paragraph 3)
b. Ketika *kemenangan* sudah diraih, dan *kekalahan* sudah diraih, barulah kemudian kedua-duanya sadar bahwa kemenangan maupun kekalahan di dalam perang selalu hasilnya sama, yaitu dunia yang *porak-poranda*. (Paragraph 7)

6) **Tautology**

Tautology is needless repetition of the same idea in different words. The use of tautology in Jokowi’s speech is to add the specific effect that can attract the attention of the listeners.

a. *Globalisasi dan keterbukaan ekonomi internasional* ini telah memberikan banyak sekali keuntungan, baik bagi negara maju maupun negara berkembang (paragraph 4)
b. Dalam serial *Game of Thrones*, sejumlah “Great Houses”, “Great Families”, bertarung hebat antara satu sama lain untuk *mengambil alih kendali* “The Iron Throne”. (Paragraph 5)

7) **Euphemism** is a words or phrases used to replace an unpleasant word or expression which describes reality in a more pleasant and less direct way.

8) **Prolepsis**

Prolepsis is used when the idea or argument is given before it occurs in the reality.


9) **Hyperbole**

Hyperbole is a deliberate over statement or exaggeration, the aim is to emphasis or intensify one of the features of the object in question to a degree which will show its utter absurdity.

a. *Perang dagang* semakin marak dan inovasi teknologi mengakibatkan banyak industri *terguncang*. (Paragraph 3)
b. Bisa jadi situasinya lebih genting dibanding krisis finansial global 10 tahun yang lalu. (Paragraph 6)

10) **Paradox**

Paradox is a statement that appears to contradict statement that may nonetheless be true.

a. Namun, akhir-akhir ini hubungan antara negara-negara ekonomi maju semakin lama semakin terlihat seperti *Game of Thrones*. Balance of power dan aliansi antarnegara-kernegara ekonomi maju sepertinya tengah mengalami keretakan. (Paragraph 4)

Figurative meaning also described in Jokowi’s speech in Plenary Session of IMF-World Bank Annual Meetings 2018.

1. **Simile**

*Namun, akhir-akhir ini hubungan antara negara-negara ekonomi maju semakin lama semakin terlihat seperti *Game of Thrones*. (Paragraph 4)

2. **Metaphor**
3. Allegory
Dalam beberapa dekade terakhir negara ekonomi maju telah mendorong negara ekonomi berkembang untuk membuka diri dan ikut dalam perdagangan bebas, dan ikut dalam keuangan terbuka. (Paragraph 4)

4. Personification
a. Namun, akhir-akhir ini hubungan antara negara-negara ekonomi maju semakin lama semakin terlihat seperti Game of Thrones. (Paragraph 4)
b.平衡 of power dan aliansi antarnegara-negara ekonomi maju sepertinya tengah mengalami keretakan. (Paragraph 4)

5. Synecdoche
Pertama-tama, atas nama masyarakat Indonesia, saya menyampaikan terima kasih atas perhatian, atas dukungan, dan atas bantuan dari Bapak, Ibu, Saudara-saudara kita dari berbagai penjuru dunia untuk masyarakat di Nusa Tenggara Barat dan di Sulawesi Tengah yang menjadi korban gempa dan tsunami. (Paragraph 2)

5. Conclusion
After analyzing the whole utterances of Jokowi deliberately, the conclusions are drawn as follows:
1. There are ten rhetorical styles and five figurative style found in Jokowi’s speech in Plenary Session IMF-WORLD BANK Annual Meetings 2018. They are alliteration, assonance, anastrophe, asyndeton, pleonasm, tautology, euphemism, prolepsis, hyperbole, and paradox. The rhetorical styles keep maintaining the real meaning, and mostly the use of the style doesn’t give particular changing to the meaning of words uttered by Jokowi in his speech.
2. There process of Jokowi’s speech uses rhetorical style in composing the speech is done by adding more words and explanation, reversing the position of subject, omitting some words, replacing words or phrases, and referring to the grammatical pattern of sentence.
3. The use of rhetorical style in Jokowi’s speech are for some purposes, those are: to increase the listeners’ taste, to persuade the listeners, to increase the artistic effect, to clarify idea, to influence the listeners’ feeling and thinking, to emphasize idea of the speaker and to make the sentence congruent grammatically.

6. References