

## MACROSTRUCTURES AND SUPERSTRUCTURES PATTERNS OF JOKOWI'S SPEECHES

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### Abstract

Presidential speech is one of the mushrooming issues nowadays. By applying different point of view in analyzing, the objective of this research was to figure out the patterns of Jokowi's speeches in form of Macrostructure and Superstructure. The subjects of this research were 13 speeches in English and Indonesian. In addition, this research applied two levels in text analysis in Van Dijk's Design, Macrostructure and Superstructure. The results of the research showed that the implementation of text analysis in Van Dijk's Design was believed to be effective to improve the speeches. This research, in consequence, concerns with the study of critical discourse analysis in Text Analysis. This study was intended to analyze the transcription of Jokowi's speeches. The text analysis was based on Van Dijk's design in which the unit elements of the analysis are divided into three parts: macro-structure, superstructure and microstructure. The ones which have been analyzed in this paper are limited and focused only in; Macrostructure (Thematic) and Superstructure (Schematic). This research, thus, tries to examine on how speeches are structured and organized locally turn by turn. The result of the analysis revealed that several sentences in Jokowi's speeches were less coherent in term of stating theme. Then, in superstructure, the scheme of the speech consisted of opening, content and closing.

**Key words:** Discourse Analysis, Speech, Macrostructure, Superstructure, and Transcription.

### A. INTRODUCTION

Basically, people do not simply produce an utterance when they are speaking, but they also produce an utterance as a means to share their thoughts. In order to deliver their thought, people use language to communicate with others. However, the use of language is not for communication only, but it is also used for other purposes. They include to inform, to stimulate, to convince the audience, or even to inculcate a certain ideology. Moreover, some people use language to achieve and reach a certain intention. For example, politicians use language to influence people's opinion to create an agreement or to support their action or perhaps to control their power.

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Since language has a very significant role in human life, some experts give more concerns on language. Subsequently, there is a particular subject which studies language that is recognized as Linguistics. It is the scientific study of human language. More specifically, linguistics studies the way people communicate and share their thoughts via oral and written communication with the turn-taking interaction between two or more people. Linguists call this study as discourse studies or discourse analysis which deals with the study of discourse. According to Nunan (1993: 6-7) discourse refers to the interpretation of the communicative event in the context. It involves the study of language in use, which deals with both the linguistic analysis of texts and the interpretation of those texts. Bloome and Clark in Nunan (1993: 8) state the concept of discourse-in-use focuses on attention simultaneously of how people interact with each other. It is also the tools that they use in those interactions, the social and historical contexts within which they interact, and what they concertedly create and accomplish through those interactions.

Based on the explanation by three experts above, it can be concluded that the concept of discourse refers to written or spoken conversation/communication within all modalities and contexts. Discourse analysis is one of the interdisciplinary linguistics. Renkema (2004: 1) states that discourse studies is the discipline devoted to the investigation of the relationship between form and function in verbal communication. Nunan (1993: 7) states that discourse analysis involves the study of language in use. Its aim is to show and to interpret the relationship between the regularity, the meaning, and the purpose expressed through discourse. Hikam in Eriyanto (2012: 3-7) divides discourse analysis into three paradigms of inquiry in human sciences.

In analyzing the speeches, the researcher uses van Dijk's theory of CDA. According to Van Dijk, there are three dimensions of discourse analysis, namely text, social cognition and social context. This paper was focused on the first dimension, text. In order to know deeply about the speeches, the researcher focuses in figuring out the patterns of speeches in form of text analysis designed by Van Dijk. Van Dijk proposes three structural levels of discourse: micro structure, macro structure, and super structure. Then, it is analyzed by applying macrostructure level in order to reveal the topics or the most salient information being emphasized. Last, superstructure level is also applied in order to give a significant benefit because it will be more applicable in analyzing the components of those speeches in details, dealing with the purpose of the writers in sequencing the patterns of those speeches delivered by Jokowi. The researcher does not apply microstructure level because the analysis of microstructure cannot be related to the purpose of this paper in finding the patterns that have been mentioned above.

This article is limited on institutionalized or formal situation and condition in political speech delivered by Jokowi in several opportunities. This research, in consequence, concerns with the study of critical discourse analysis in Text Analysis. This study was intended to analyze the transcription of the speech. The text analysis was based on Van Dijk's design in which the unit elements of the analysis are divided into three parts: macro-structure, superstructure and

microstructure. The ones which have been analyzed in this paper are limited and focused only in; Macrostructure (Thematic) and Superstructure (Schematic).

Fairclough, cited by Gowhary, et al. (2015, p. 132), asserts that there are three stages of doing CDA: text analysis (description), processing analysis (interpretation), and social analysis (explanation). However, this paper will discuss mainly on text analysis designed by Van Dijk. The unit elements on the text analysis are divided into three parts, namely macrostructure in which the text is analyzed thematically/topically. The second part is superstructure in which parts and order of the text are schemed in whole. Then the third part is called microstructure consisting of semantic, syntactic, stylistic, and rhetoric analysis.

The text analysis that has been done in this paper is limited in the first and second part; Macrostructure and Superstructure in order to analyze and figure out the patterns of Jokowi's speeches. As previously mentioned, thematic analysis is analyzing the theme or the topic of a discourse. It is a general picture of a text. Van Dijk calls it as *global coherence*, that is the elements of the text are sequenced and referred to one general idea. The superstructure specifically tends to be the discourse framework or being organized by conventional schemata. It explains more on how parts of the text arranged into the whole part, for example, the arrangement of the introduction, substance, and conclusion. Which part is placed at the beginning, or which part are placed later, it will be arranged as discourse-framer importance.

Several previous related studies of Critical Discourse Analysis on a number of world leaders' presidential speeches have been conducted. To make an example, Wang (2010, p. 254) analyzed Barrack Obama's speech and revealed that the speech language served both the ideology and power. Meanwhile, Recep Tayyip Erdogan's speech was studied by Bayram (2010, p. 23) who examined within the context of ideology, culture and language background. Recently, Rachman & Yuniarti, (2017, p. 8) revealed how Donald Trump delivered his ideology to reach the power in which he is able to control people and wins their heart.

In particular with the speeches delivered by Indonesian presidents, some previous studies have also been conducted. For instance, Soekarno's speech was studied by Kone (2016, p. 153-157), SBY's speech by Priatmoko & Cahyono (2013, p. 2-14), Jokowi's speech by Saputro (2015, p. 1-120), Conjunction as Grammatical Cohesive in Jokowi's speech was studied by Sinaryati (2017, p.1-10), A text analysis on president joko widodo's speech was studied by Ahmad Madkur (2018, p. 11-22).

Based on the previous findings above, this research had the similarities and the differences. The similarities were all of the researches, including this research, study about Text Analysis. The difference of the previous findings with this research was the focus analysis and object of research. Wang focused on analyzing speech act in kinds of illocutionary act and types of speech language served both the ideology and power. Bayram focused on analyzing the context of ideology, culture and language background in speech by using Microstructure in Text analysis. While in this research focused on analyzing the patterns of speech in form of Macrostructure in Thematic as well as the schematic form in the

analysis of Superstructure, as the object of this research was President Joko Widodo in thirteen samples of his speeches in Indonesian and English Language.

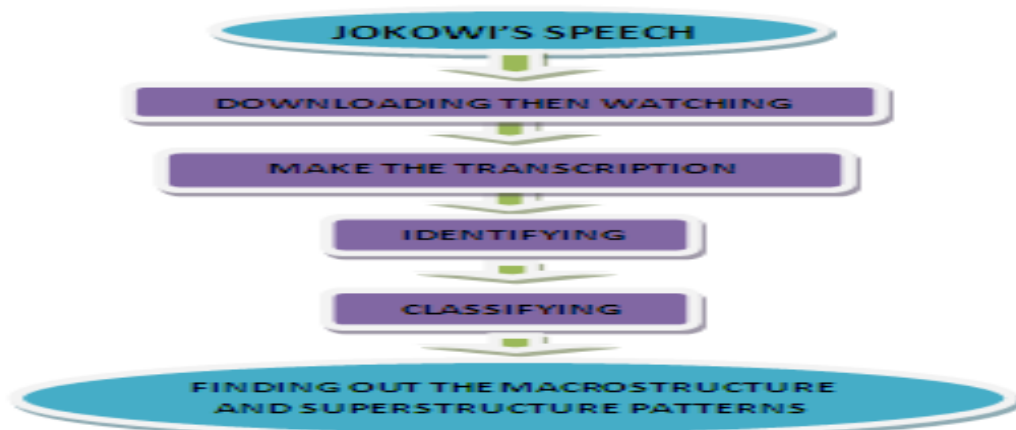
**B. RESEARCH METHOD**

This research study involved speech transcription from 2014, 2015, 2016, 2017, and 2018. Transcription is used in order to get the data. Transcription consists 13 items in English and Indonesian speeches. From the data of Jokowi’s speeches show that the general form of the components of speech found in all those speeches delivered by him; opening, content and body. The general formula of the opening remarks in all his speeches looks same among one another. It is the most dominantly appeared. It can be seen clearly because it is literally.

Most of the content of the speeches are short sentences; therefore it is easy to understand. Besides, the closing part occurred together with the conclusion. Jokowi never forgets to conclude the content of his speeches at the closing part or at the end of his speeches. The data of this paper were taken from several transcription. The data are presented in two sources language, Indonesian and English. In presenting the analysis, the writer represents it by using Van Dijk’s Design in Critical Discourse Analysis in Text Analysis. They are analyzed effectively based on related theory. The data are arranged based on the the original text (transcription) without modification.

The descriptive research used to analyze the data in form of sentences. The writer used descriptive in this research, because this research describes the pattern of speech found in speech delivered by Jokowi in Macrostructure and Superstructure. The data of this paper were analyzed by using descriptive qualitative methods. The steps in analyzing the data after they have been downloaded and transcribed are; Identifying the data, In doing the analysis, the writer identified the speech to find out the pattern used by Jokowi. Classifying the data, The writer classified the data according to the pattern in the speech. The data were grouped into a frame of a text, as opening, content, closing and conclusion. Tabulating the data, The data were described in the form of tables as the reference in analyzing the data. Analyzing the data, The data analyzed by using the Van Dijk’s design in Macrostructure: Thematic and Superstructure: Scematic.. Deciding the research finding, after analyzing the data, the writer decided the research finding. They were described by using the table an the conclusion was drawn based on the findings.

Here is the the description how the writer conducted the Text Analysis in CDA.



In order to find the dominant patterns of Macrostructure and Superstructure for each speech, the patterns of thematic and schematic found in the speeches are described below in the tables. The writer found all of the elements of each speech in Macrostructure: Thematic and Superstructure: Schematic based on Van Dijk's design in Jokowi's speeches.

In analyzing the connection between thematic structure and speech event, it can be seen clearly through the appropriateness based on what is stated in the transcription in the speeches. Most of the contents in the speeches are short sentences; therefore it is easy to understand. He loves to use repetition in all of his speeches. It is exactly same in grammatically and arrange of word itself. Sometimes, the repetition creates ambiguity or misinterpreted, unless it is transcribed literally. Jokowi also almost always describes his own stories and experiences in his speeches. The result of the analysis revealed that in macrostructure element, several sentences in the speeches were less coherent in term of stating theme.

No.	Speech Event	Macrostructure (Thematic)	Appropriateness		
			Yes	No	HC
1	Apec Ceo Summit Asian Pacific 2014	economy in term of business and investment			√
2	Inaugural Speech as Nation's Seventh President October 2014	unity in diversity	√		
3	World Economic Forum 2015	inviting and promoting to invest in Indonesia			√
4	Forbes Global Ceo Conference 2016	improvement to reform and upgrade the society			√
5	Sidang Tahunan MPR-RI 2017	The duties obligations of state devices	√		
6	Peringatan 62 Thun Konferensi Asia Afrika Jakarta 2017	building the solidarity			√
7	Acara Ngopi Bersama di Istana Bogor 1-10-2017	the development at the coffee sector to be a business field			√
8	Bilateral Meeting with President of Timor Leste 2018	to welcome the president of Timor Leste	√		
9	Press Statement with Prime Minister of Malaysia 2018	to welcome the prime minister of Malaysia	√		

10	Sambutan Harmoni Indonesia 2018	inviting and promoting to invest in Indonesia			√
11	Rapat Terbatas Penanganan Bencana Alam NTB 2018	how to handle the earthquakes	√		
12	Rapat Terbatas Strategi Kebijakan Cadangan Devisa 2018	the importance of strengthen foreign exchange reserves	√		
13	Pengarahan pada Siswa Sekolah Staf dan Komando TNI dan POLRI 2018	political stability and security stability	√		

Note: HC= Half Connected

On the other side, in Superstructure (Schematic) patterns, from the data of Jokowi's speeches show that the general form of the components of speech found in all those speeches delivered by him; opening, content and body. There are three components in the Opening Part that normally occurred; Opening remarks, greeting and gratitude. Based on the analysis that has been done, the general formula of the opening remarks in all Jokowi's speeches look same among one another. It is the most dominantly appeared. It can be seen clearly because it is literally. Jokowi always has the opening remarks in all his speeches, he sometimes uses greeting to open his speeches, from thirteen speeches, there are eight speeches consist of greeting, and the last one is about gratitude, he hardly ever delivers the opening part of the speech by using gratitude, from thirteen speeches, there is only one speech contains gratitude; *Sidang Tahunan MPR-RI 2017*.

No.	Speech Event	Superstructure (Schematic) in Opening Part		
		Opening Remarks	Greeting	Gratitude
1	Apec Ceo Summit Asian Pacific 2014	√	√	
2	Inaugural Speech as Nation's Seventh President October 2014	√		
3	World Economic Forum 2015	√		
4	Forbes Global Ceo Conference 2016	√		
5	Sidang Tahunan MPR-RI 2017	√	√	√
6	Peringatan 62 Thun Konferensi Asia Afrika Jakarta 2017	√	√	
7	Acara Ngopi Bersama di Istana Bogor 1-10-2017	√	√	
8	Bilateral Meeting with President of Timor Leste 2018	√		

9	Press Statement with Prime Minister of Malaysia 2018	✓	✓	
10	Sambutan Harmoni Indonesia 2018	✓	✓	
11	Rapat Terbatas Penanganan Bencana Alam NTB 2018	✓		
12	Rapat Terbatas Strategi Kebijakan Cadangan Devisa 2018	✓	✓	
13	Pengarahan pada Siswa Sekolah Staf dan Komando TNI-POLRI 2018	✓	✓	

The tables are displayed to report occurrence frequency of the pattern of speech delivered by Jokowi. They are purposed to describe the dominant patterns applied in the speeches of Jokowi. There are two components in the Closing Part that normally occurred; Peroration (Conclusion) and Greeting in closing. In the closing part, most of the speeches occurred together with the conclusion. Jokowi almost never forgets to conclude the content of his speeches and says greeting at the closing part or at the end of his speeches. This is shown in the analysis of superstructure (schematic) in details.

No.	Speech Event	Superstructure (Schematic) in Closing Part	
		Peroration (Conclusion)	Greeting in Closing
1	Apec Ceo Summit Asian Pacific 2014		✓
2	Inaugural Speech as Nation's Seventh President October 2014		✓
3	World Economic Forum 2015	✓	✓
4	Forbes Global Ceo Conference 2016	✓	✓
5	Sidang Tahunan MPR-RI 2017	✓	✓
6	Peringatan 62 Konferensi Asia Afrika Jakarta 2017	✓	✓
7	Acara Ngopi Bersama di Istana Bogor 1-10-2017	✓	✓
8	Bilateral Meeting with President of Timor Leste 2018		✓
9	Press Statement with Prime Minister of Malaysia 2018	✓	✓
10	Sambutan Harmoni Indonesia 2018	✓	✓
11	Rapat Terbatas Penanganan Bencana Alam NTB 2018	✓	
12	Rapat Terbatas Strategi Kebijakan Cadangan Devisa 2018	✓	
13	Pengarahan pada Siswa Sekolah Staf dan Komando TNI-POLRI 2018	✓	

## 2. Discussion

Based on the data analysis and findings, it is clearly seen that in the process of transcription speeches from the videos, the entertaining speech were often used by Jokowi in formal or institutionalized case. He almost always gives speeches in form of the combination between persuasive and informative style in delivering his speech. The writer found all of the elements of each speech in Macrostructure: Thematic and Superstructure: Schematic based on Van Dijk's design in Jokowi's speeches. From the data of Jokowi's speeches shows that the general form of the components of speech found in all those speeches delivered by him; opening, content and body. The general formula of the opening remarks in all his speeches looks same among one another. It is the most dominantly appeared. It can be seen clearly because it is literally.

Most of the content are short sentences; therefore it is easy to understand. Besides, the closing part occurred together with the conclusion. Jokowi never forgets to conclude the content of his speeches at the closing part or at the end of his speeches. In particular with the speeches delivered by Indonesian presidents, some previous studies have also been conducted. For instance, Soekarno's speech was studied by Kone (2016, p. 153-157), SBY's speech by Priatmoko & Cahyono (2013, p. 2-14), Jokowi's speech by Saputro (2015, p. 1-120), Conjunction as Grammatical Cohesive in Jokowi's speech was studied by Sinaryati (2017, p.1-10), A text analysis on president joko widodo's speech was studied by Ahmad Madkur (2018, p. 11-22).

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While in this research tried to focus on analyzing the patterns of speech in form of Macrostructure in Thematic as well as the schematic form in the analysis of Superstructure, as the object of this research was President Joko Widodo in thirteen samples of his speeches in Indonesian and English Language. The macrostructure focuses to see the coherence between the speech events and the topic. The superstructure tried to examine the overall part of the speeches in creating scheme.

#### **D. CONCLUSION AND SUGGESTIONS**



Most of the presidency speeches of Jokowi have attracted big impression of both like and dislike. From the perspective of critical discourse analysis in text analysis, it is seen that he was successful in stating theme and creating scheme. In Jokowi's case, he preferred to use data to empower the information he delivered. However, several sentences in Jokowi's speeches were not really coherent but they are still could be understood since he attached many pictures and graphs, He uses Tools in Delivering Speech in exact times, Jokowi has proved that those all supporting materials were really helpful. What becomes very clear to make Jokowi distinctive from many other international public speakers is that he employed simple and plain language.

Furthermore, he kept himself natural with his style and confident with his English pronunciation which is clearly influenced by his Javanese accent. Those which have been done by Jokowi can be a very good lesson for us when speaking in front of the audience. Moreover, these thirteen speeches were regarded able to meet the needs of participants because Jokowi delivered matters relevant with the forum. From the analysis of the data in the elements of the macrostructure and superstructure found in Jokowi's speeches and, there are some conclusions that can be formulated which are relevant as the answer to the problems of this study. The meaning of elements structure of discourse in the speeches is described as follows: Macrostructure helps the readers understand the theme or topic of Jokowi's speeches focused on global meaning. Superstructure helps the readers know the introduction, substance and conclusion, which is part of the sentence which is placed at the beginning, or what part are placed later on the speeches.

Jokowi owns some unique characteristics, not only from the way he dresses but also the way he speaks in Javanese accent captured national and international's attention. The way he delivers his speech is identical with simple, brief and straight to the point that makes him different with the former presidents. As quoted based on his speeches that have been analyzed in this article. Hence, listeners could identify Jokowi as someone who prefers to keep things simple. It is found that from the organization of the speech in form of thematic and schematic, Jokowi tended to be unclassifiable since he described his speeches straight to the point. However, it led him communicate his desire to the audience successfully.

The researcher is interested to discuss deeply Jokowi's political speech based on the patterns of his speeches. Therefore, the researcher explored it in Text Analysis by Van Dijk's Design to figure out the patterns in Macrostructure and Superstructure. The writer hopes that this paper could enrich the knowledge of English department students, especially in the study of Text Analysis in Critical Discourse Analysis (CDA).

This research is expected to enhance and provide different perspectives to presidential speechwriter, and other profession related to this, in conducting Text Analysis. By applying different point of view in analyzing, other possible topics could be conducted.

**Note:** This article is written based on the writer's paper with advisor Dr. Refnaldi, S.Pd., M.Litt.

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