Ideational Metafunction Analysis of Power Domination in Joko Widodo's Job Creation Law Speech on October 9th 2020: A Critical Discourse Analysis

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Abstract

This study aims to investigate the power domination strategy of Joko Widodo's Job Creation Law speech on October 9th 2020. The current study utilizes Critical Discourse Analysis (CDA) model to unmask the power domination strategy through language use. The Ideational metafunctions of SFL is used in this research as the tool for analyzing the textual dimension and further investigation of discursive practice. The results prove the existence of power domination. From the interpretation or discursive practice analysis of the ideational metafunctions, the positioned of the participant clearly shown that there are power domination strategies of Joko Widodo in delivering his speech.

Key words: Power domination, CDA, Transitivity process, Speech, Job Creation Law, Discursive practice.

A. INTRODUCTION

Language plays important role in human life. Language is a systemic symbol used by a group of people as a means of communication. Through language, humans communicate with each other to express thoughts, emotions, and feelings to form a social interaction between communities. Besides being used as a means of communication, language is also used as a means of social control. As a sign system, language is not merely an arbitrary relation of signifier and signified, but an ideologically motivated system of signs which controls and shapes the social realities.

Speech is an activity of expressing thoughts that is usually carried out by leaders or people who are considered important to provide information, advice, motivation, warnings or knowledge to many people. Speeches that are usually carried out by people in power or important people are used to influence the society. Presidential speeches are particularly as a tool of political communication, there must be political goals that surround and underlie the

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speech activity. It is customary for political leader or political elite to use language power to strengthen consolidation in order to maintain power.

In his speech on October 9, 2020, regarding the Job Creation Law, Joko Widodo, the president of Indonesia, clarified the hoax news circulating in the community which caused riots in various regions in Indonesia during the pandemic. The speech was released on the social media platform Youtube by the Sekertariat Presiden channel and Instagram by the official account @Jokowi which can be accessed by many people, as well as broadcast on various television channels that can be watched by many people. As the most influential person in Indonesia, President Joko Widodo gave advice and information to Indonesian people regarding various issues in the drafting of the Job Creation Law.

By analyzing the use of language by the most powerful person in Indonesia, President Joko Widodo, Critical Discourse Analysis tries to unravel how a language is used as a tool of power strategy, how a language identify power domination and how it affects the society. The investigation of power strategy in this research utilized Fairclough's CDA model, which aims to increase consciousness of how language contributes to the domination of some people by others, as consciousness is the first step toward emancipation. (Fairclough 1989:1). According to Fairclough (2013: 93), Critical discourse analysis is a way to look at how discursive practices, events, and texts are linked to larger social and cultural structures, relationships, and processes in a systematic way. It also looks at how these practices, events, and texts arise out of and are ideologically shaped by relations of power and struggles over power.

The studies of CDA in revealing power have been done in various subjects. Some research investigates the power embedded behind leader's speeches, such as Mohammadi (2017), and Shahzadi (2019). Several research tries to see the ideology behind the presidential speech such as Madani and Isddiken (2018), Charina (2018), Widianingsih (2021) and moreover, Tian (2021) analyzing the special relationship between power and the traditional ideology in implied discourse. Furthermore, Al-Saeedi (2020), his research aims at studying the manifestation of arrogance of power and imperialism in Trump's media talk.

From those previous studies, the presidential speeches has been frequently conducted to see the hidden power and ideology of the text. However, the specific social problem, power domination has not been conducted. conducted CDA that focuses on power domination. This present study will analyze the power domination within the speech of Joko Widodo. The speech regarding the Job Creation Law on October 9, 2020 by President Jokowi as the research object was motivated by the researcher's interest in the president's statement after the riots in various regions in Indonesia during the pandemic.

B. RESEARCH METHOD

The research design used in this study is descriptive study with a qualitative approach. The data source of this research was textual script of Joko Widodo's speech. The researcher specifically chose the speech regarding the Job Creation Law on October 9th 2020. The English textual transcript of the speeches was taken from an Indonesian official site namely Sekretariat Kabinet Republik

Indonesia. The data analysis for this research was in the form of clauses taken from the textual script of the speech. For analyzing the textual dimension, researcher will analyze the text through the linguistics metafunctions i.e. ideational metafunction. In the way of collecting the data, researcher uses some steps which are: searching the video and its script, observing the video and the script, collecting the data by classifying the transitivity process: process and participant. In analyzing the data, the researcher using some techniques to unveil the power domination within Joko Widodo's speech in two of the three dimension model of Fairclough that are: the first dimension is the text; the second dimension is the discursive practice. the researcher observed and interpreted the first level that is description level by analyzing linguistic feature of the clauses that indicated power domination at the three metafunctions of language.

C. RESULT AND DISCUSSION
1. Research Finding
A. Textual dimension analysis
- **Ideational metafunction**

The analysis of ideational metafunction is transitivity type analysis. Those types are Material, Mental, Behavioural, Existential, Relational:attributive and Relational:identifying.

Table 1.1 Finding of ideational metafunction of the text

Types of process	Frequency	%
Material	43	49.5%
Mental	6	6.9%
Behavioural	0	0%
Verbal	2	2.3%
Existential	10	11.5%
Relational: attributive	24	27.5%
Relational: identifying	2	2.3%
$\sum$	87	100%

From the table 4.17 above shows that from all processes, material process is the most frequent process that Jokowi used, while behavioral is not used at all in his speech. From 87 data, 49.5% data it indicates that the speeches tend to describe actions. The second most frequent process is relational: attributive which uses 27.5% of the speech clauses. The use of relational: attributive process implies the power of Jokowi as the speaker who gave the attribute of things in the speech.

a. **Material Process**

Material process is process of doing and happening. In this type of clause, the actor is able to perform an action and to occasion change. Which also means, the actor is also able to effect the flow of events of another participant in the clause known as Goal and Beneficiary. Material process is the most used process in

this speech. This reflects that the speech is delivered to state the actions.

Table 1.2 Participant of Material Process

Actor			F	%
The government/ Job Creation Law	Explicit	14	31	72%
	Implicit	17		
Society/ previous Law	Explicit	11	12	28%
	Implicit	1		
∑			43	100%

From the data above, Jokowi positioned the government and Job Creation Law more as the actors of the clause. It is 72% from 43 clauses. Whereas the society or previous Law he used only 28%. The representation of the material processes are shown below:

Datum 1: *Ladies and Gentlemen, my Fellow Countrymen, This morning* [*I*] (actor) [*led*] (material) [*a virtual Limited Meeting*] (goal) *on the Job Creation Law with government officials and governors joining the meeting*.

Datum 6: *First approximately* [*2.9 million people of new working age, young people*] (actor) [*enter*] (material) [*the labor market*] (scope) *every year*

Datum 13: "*Hence*, [*the Job Creation Law*] (actor) [*aims*] (material) [*to provide as many jobs as possible*] (goal) *for job seekers and unemployed.* (client)

Datum 30: "*because by simplifying, cutting, and integrating the procedures into electronic licensing system,* [*illegal levy practices*] (goal) [*can be eliminated.*] (material); (implicit actor: Job Creation Law)

Datum 41: [*I*] (actor) [*assure*] (material) [*you*](goal)

Datum 66: *In fact* [*business licensing and supervision*] (goal) [*are still carried out*] (material) [*by regional governments*] (actor) *in accordance with the Norms, Standards, Procedures and Criteria (NSPK) set by the Central Government*.

Datum 83: *And if there is still dissatisfaction with the Job Creation Law,* [*please file*] (material) [*a judicial review*] (goal) [*with the Constitutional Court (MK)*.

From 43 material clauses, the data analysis found that material clauses tend to be used to describe positive actions of the Job Creation Law or government such as in data 13, 30 and 66 above. Jokowi also uses material clauses to provide factual

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information such as the datum 6. Moreover, he uses material clauses to instruct an action such as the data 83. Also, through material clauses Jokowi represent his power such as the data 1 and 41. The tendency of using material clauses to describe the goodness of Job Creation Law, as the actor, implies his dominant power.

b. Mental Process

Mental process entails consciousness which include cognition, affection or perception. Jokowi use mental process 6 times in his speech. The use of mental process—as process of thinking and sensing—implies that the subject is sentiment and conscious about something.

Table 1.3 Participant of Mental Process

Senser			F	%
The government	Explicit	5	6	100%
	Implicit	1		
Society	Explicit	-	0	0%
	Implicit	-		
∑			6	100%

From the data above, Jokowi positioned himself or the government as the senser of the clause. The representation of the Mental processes are shown below:

Datum 31: ***However,*** [***I***] (senser) [***notice***] (mental: cognition)

Datum 81: [***The Government***] (senser) [***believes***] (mental: cognition) that through the Job Creation Law

From the representation data analysis above, it indicates that they are conscious and sentiment about what they are doing and what the impact of what they do. By being conscious they hope for sympathy or consent from the implicit recipient, which is the society.

c. Behavioural Process

Behavioural process is physiological activities that express behavior. Behavioural process, for examples are sleep, smile, laugh and etc. There is no behavioural clause found in Joko Widodo's speech.

d. Verbal Process

Verbal process is a process that refers to processes which carry the feel of expressing ideas in the words.

Table 1.4 Participant of Verbal Process

Sayer			F	%
The government	Explicit	1	2	100%
	Implicit	1		
Society	Explicit	-	0	0%
	Implicit	-		
∑			2	100%

From the data above, the sayer of all the verbal clauses is Jokowi himself. The representation of the verbal processes are shown below:

Datum 5: ***In the Limited Meeting***, [***I***] (sayer) [***emphasize***] (verbal) [***why we need a Job Creation Law.***] (verbiage)

Datum 86: [***That***] (verbiage) [***concludes***] (verbal) ***my remarks on this auspicious occasion.*** (implicit sayer: Jokowi)

From the data analysis above, the sayer is Jokowi and the verbiage just about the need of Job Creation Law. In this speech, jokowi uses the verbal process to emphasize his ideas. Thus shows his dominant power by only emphasizing the ideas from his side.

e. **Existential Process**

Existential process represent something exists or happened. It encoded through to be another verb expressing existence such as exist, prevails, arise and etc.

Table 1.5 Participant of Existential Process

Existent	F	%
Something exist from Job Creation Law	7	70%
Something exist from the society	3	30%
∑	10	100%

The existential clauses in this speech used to claim that something is really exist or happened. The representation of the Existential processes are shown below:

Datum 22: [***there will be***] (existential) [***more cooperatives***] (existent) ***in the country.***

Datum 32: [[***there***] (nominal) ***are***] (existential) [***rallies***] (existent) ***to oppose the Job Creation Law due to disinformation regarding the substance of this Law and hoaxes circulating on social media.***

From the representation data analysis above, in this speech, mostly, Jokowi tries to claim the existence of the positive things of

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the Job Creation Law such as datum 22. Other than that, he tries to confirm about something is happened by the society such as datum 32. From 10 existential clauses, 7 clauses he states something positive happened from Job Creation law, whereas the three other are something negative happened from the society.

f. **Relational process**

Relational processes can be defined as process of being. This process describe as the relationship of one entity and another entity. Rational process occurs in two types, they are attributive and identifying. Attributive mode occurs when one entity is used to assign another, while identifying mode occurs when one entity is used to identify another.

- **Relational: attributive**

Table 1.6 Participant of Relational: attributive process

Carrier	F	%
About Job Creation Law	14	58%
About the society	10	42%
∑	24	100%

From the data above, the carrier of the relational attributive clauses are mostly about Job Creation Law. The representation of the Relational: attributive processes are shown below:

Datum 10: *And* [*87 percent of the total working population*] (carrier) [*has*] (rel.att) [*an education level of senior high school and below,*] (attributive)

Datum 18: [*It*] (carrier) [*'s*] (rel.att) [*so simple.*] (attributive)

Datum 35: *Regarding information on the minimum wage which stated it is calculated based on an hourly basis,* [*it*] (carrier) [*is*] (rel.att) [*also false information*.] (attributive)

From 22 relational attributive clauses, Jokowi tend to use it to attribute positive thing about Job Creation Law, such as the datum 18. And the other 10 clauses, relational attributive also used to give negative attribute to the society such as datum 10 and 35.

- **Relational: Identifying**

Table 1.7 Participant of Relational: attributive process

Carrier	F	%
About Job Creation Law	1	50%
About the society	1	50%
∑	2	100%

From the data above, the tokens are mostly identifying about the Job Creation Law. The representation of the Relational: attributive processes are shown below:

Datum 4: [*The eleven clusters*] (token) , [*namely, are*] (rel.identifying) [*simplification of licensing procedures, investment requirements, manpower affairs, land acquisition, ease of doing business, research and innovation support, government administration, imposition of sanctions, ease of empowerment and protection of MSMEs, investment and government projects, and economic zones.*] (value)

Datum 47: [*Another question*] (token) [*is*] (rel.identifying) [*about the issues on social security and other welfare that are removed.*] (value)

From the representation above, the relational identifying clauses are used by Jokowi to identify the positive things about Job Creation Law such as the datum 4. While the another relation identifying clause (datum 47), it used to explain the "another question" which implied another problem.

2. Discussion

In this discussion section serves the interpretation of the textual dimension analysis or known as the analysis of discursive practice. Discursive practice analysis is the interpretation stage of linguistic feature and the reproduction of text. In his speech regarding the Job Creation Law, Jokowi express his power through the language. From the Ideational metafunctions it can be seen that there is a dominant power occur in the speech. From the ideational metafunction analysis, it showed that the type of transitivity that mostly used was Material process. He used material process mostly to describe the positive action of Job Creation Law and the government. Other than that, he used material process to show his power such as give command and representing his power. The mental process he used to show that the senser, which himself and the government, are sentiment and conscious with the problems. The verbal clauses he used to emphasize his ideas about the needs of Job Creation Law. The existential clauses he used to claim that something is really existed or happened, he gave positive

claim for the Job creation Law, and complains for the existence that carried out by the society.

In discursive practice, this research also analyzed speech production, consumption, and distribution of the text. In speech production, it deals with the speaker or the one who delivers the speech. The speech was delivered by the president of Indonesia Joko Widodo, who represents the government and the Job Creation Law. This can be seen from the transitivity of the text, which Jokowi more talking about the positive things of Job Creation Law rather than the society. This also shown that there is power domination in the speech. The speech was distributed through television, internet and consumed by the audiences who are listened, watched or read Joko Widodo's speech. The people of Indonesia can receive the speech's message clearly and easily, because the speech easily accessed and we can observe it repeatedly. The text of the speech can easily be found on google and websites, otherwise, the video can be found on Youtube.

D. CONCLUSION AND SUGGESTIONS

Based on the results, at the discursive practice dimension the ideational metafunctions of language was applied to investigate the power domination. From the interpretation of the ideational metafunctions, the positioned of the participant clearly shown that there are power domination strategies of Joko Widodo in delivering his speech. Jokowi as the producer of the text frequently put the Job Creation Law in the positive role. This made the purpose of the speech unconsciously change, from clarification of the problematic Job Creation Law Articles to positive claim of Job Creation Law speech. This aimed to make the consumer of the speech, Indonesian people, agree with his message of the speech.

The researcher suggests linguistics students to do Critical Discourse Analysis research in other field beside speech, it might be podcast, debate or interview of other subject to see power domination of the text. It also suggested for the next researcher who do the CDA to investigates the impact of text to the society. The researcher also suggested to use another tool for analyzing the textual dimension.

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