AN ANALYSIS OF LINGUISTIC FEATURES IN THE JAKARTA'S GOVERNOR ELECTION DEBATE 2017

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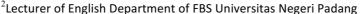email: Pintaindriani157@yahoo.com

ABSTRACT

The purpose of this research is to analyze linguistic features of political language used by candidates of governor and deputy governor of' Jakarta in election campaign debate 2017. This research used the descriptive qualitative method. Data of this research are the transcription of debate between three couples of candidates that happens during election campaign debate. The duration of debates is six hours, which is each of debate has six segments with different time. This data were analyzed based on Beard (2000) theory about linguistic features to persuade and influence citizens for supporting them in election. There are some lingusitc features were found in this research; they are metaphor, analogy, repetition and antithesis. The result of this study showed that not all of utterances used linguistic features. The data from debates are 41 datum. The first candidate (AHY) used 5 metaphor (56%), 3 repetition (33%), and 1 antithesis (11%). The second candidate (AHK) used 3 metaphor (23%), 4 analogy (31%), 4 repetition (31%) and 2 antithesis (15%). While the third candidate (ANS) used 1 metaphor (5%), 2 analogy (26%), 10 repetition (53%), 2 antithesis (16%). From the result of the study were known that the most widely linguistic feature used is repetition 17 times (41%).

Keywords : *Linguistic Features, Political Languge, Election Debate*

A. INTRODUCTION

In communication, one meaning can be conveyed through many ways by using linguistics features. According to Rosa (2013:16) language is a system of arbitrary vocal symbol used for human communication. Through language, human can produce unlimited messages. Another expert, Syarif (2016:1) studies that for the communication, some people think that language is the tool of expressing ideas, emotion and the like and dislikes. In other words, language has some features to convey feeling, idea, concept, or emotion, whether in written or spoken form. Language as a social practice can be used to convey people's intention for several purposes; persuasion, advice, information and invitation. In fact, audiences

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can get different interpretations about information that are conveyed by a speaker. It also shows the ideologies and the power of the speaker. People can relate language and paricular context in discourse like mother-child talk, doctor-patient interiews, debate event and others conversations.

Discourse analysis studies about how the language can be influenced by any context of social life. The way people communicate each other can be influenced by the cultural values and social aspects (Syarif,2016: 5). So, different society with different background knowledge will show different language used among the speakers. The differences can be seen based on linguistic feature used, language choice and politeness. One of the events in which using different language is actively as a medium of information and persuasion is the election campaign debate. Language has features that cannot be separated from the text or discourse. Corbett (2012:12) says linguistic feature is identifying what is consistent in language. Linguistic feature allows to catching regularities in different component. Some linguistic features operate only within a single component. Dailey (2008:221) defines debate as a side by side comparison. All of political candidates explain to audiences about their programs and promises by language. The goal is to persuade audiences as voters to stand on their side.

In election campaign debate, the candidates express their ideas, concepts, opinions, and arguments via language. According to Hamzah (2012:17) great speakers are supposed to be able to express themselves in both talked and composed dialect. Their ability to express these things is widely showed on election campaign debates. During that time, most of candidates do not only convey their ideas, visions and missions, but also want to get attention from audiences as voters. So that they will be chosen in election. Election campaign debate can be an avenue for voters to assess the merit of the candidates before choosing one of them. The political language is important because it helps people to understand how language is used by those who wish to convey the ideas, arguments and gains power. Linguistic features of political language help to identify who is consistent in political language. Beard (2000) states that there are four common linguistic features of political language; metaphor, analogy, repetition and antithesis.

The 2017 Gubernatorial election in Jakarta is an event that has attracted huge attention. KPU as the one in charge of the election held a number of debate sessions between three couple of candidates. It was argued in this research that three of candidates are famous person. Mr.Agus Harimurti Yudhoyono is a son of ex-president of Indonesia, while his partner, Sylviana Murni is an ex-Deputy of Culture and Tourism of Indonesia. Mr. Basuki Tjahaja Purnama is an ex-Jakarta's governor, while his partner,Saiful Hidayat is an ex-vice Jakarta's governor. Mr.Anis Rasyid Baswedan is an ex-Ministry of Education and Culture of Indonesia, while his partner, Sandiaga Uno is an entrepreneur.

The debates provided voters with crucial and complex information about the quality of candidates, their stances are about particular topics such as economy,

policy rule and social problems. They also revealed candidates´abilitythrough the way they communicate about their programs. A candidate's final image in debate depends on many aspects of linguistics, all of which together create a bigger picture of each candidate and help them to get voters on their side. The debate provided a place for all elements, thereby it helped candidates to persuade undecided voters and help voters to make decision of choosing the appropriate candidate.

In this research, the researcher is interested in analyzing linguistic features by candidates of Jakarta's governor election debate 2017. There are some reasons why the researcher interest in analyzing this election campaign debate. Firstly, this debate is very interesting, important and problematic especially for citizens of Jakarta. Second, in campaign debate, there are differences of using linguistic features by every candidate. The language is not just required to persuade the voters and convey their ideas and arguments in debate, but the language is also required to give promise and argue some statements. Thus, each candidate has different way to achieve it, and there are many the linguistic features of political language that have found in the utterance by the candidates. Furthermore, the researcher chooses this debate event to be analyzedrelated to their linguistic features of political language theory in order to get the better understanding about linguistic features of political language.

B. RESEARCH METHOD

The purpose of this research was to analyze linguistic features of political language used by candidates of governor and deputy governor of Jakarta in election campaign debate 2017. The researcher used qualitative data in analyzing linguistic features in the Jakarta's governor election debate 2017. Qualitative research was an explanation of the research by describing an analysis of linguistic feaures in the Jakarta's governor election debate 2017. Data of this research were the transcription of debate between three couples of candidates that happens during election campaign debate. The source of the data was three of Jakarta's governor election debate videos that published by TvOne channel. Total duration of debates was six hours. Each of debate consisted of six segments and it had different theme. The researcher took the standard of datum was clause appeared lingusitic feature used. It concluded that qualitative research was research that describe thing in detail by using the transcription of debates.

The data of this study were analyzed by using some steps. Firstly, identify the data that have been transcribed. Identification was done by re- watch and re-read the transcribed the data before going to the next step. Then,select sentences which consisted of the linguistic features of political language. After that, the data would be analyzed based on the theory from Beard (2000) about the linguistic features of politician language. The researcher determined the type of linguistic features of political language that usually used by candidates and it was most frequently used in the all conversations in the videos. The findings of the research were finally reported by the researcher.

C. RESULT AND DISCUSSION

The data were analyzed by using the theory which was delivered by Beard (2000). He divided the most common linguistic feature of political language into 4 types : metaphor, analogy, repetition, antithesis. The researcher found 41 data that used linguistic features of political language in the Jakarta's Governor Election Debate 2017. It can be seen on the table below:

No	Linguistic Features	AHY		AHK		ANS		Total	
		Freq	%	Freq	%	Freq	%	Freq	%
1.	Metaphor	5	56%	3	23%	1	5%	9	22%
2.	Analogy	-	-	4	31%	5	26%	9	22%
3.	Repetition	3	33%	4	31%	10	53%	17	41%
4.	Antithesis	1	11%	2	15%	3	16%	6	15%
	Total	9	100%	13	100%	18	100%	41	100%

From the table above, the result showed that there were not all candidates used the most common of linguistic features of political language. It was found that AHY did not use linguistic feature analogy during the debate. Totally, AHY used linguistic feature for 9 times. In other case, AHK and ANS used all the linguistic features based on Beard (2000) theory during this debate event, but they were had different frequency. AHK used linguistic feature for 13 times, while ANS used it for 18 times. So that, the most widely used linguistic feature was ANS.

The next finding, it was found that repetition was the most linguistic features used in Jakarta's governor election debate. From all data, 41% repetition used. The frequency from all candidates was 17 times in using the repetition. AHY only used for 3 times (33%) from the total all of linguistic features that they used. AHK used for 4 times (31%) from the total, while ANS was the most widely using repetition in this debate event, they used for 10 times (53%) from the total all of linguistic feature that they used. In contrast, antithesis was the lowest frequency of linguistic features that was used by all candidates. It was for 6 times (15%). AHY used antithesis only 1 (11%), and AHK used antithesis for 2 times, then ANS used it for 3 times during the debate.

1. Metaphor
Beard (2000) claims that the key metaphor of politics involves concepts of enemies and opponents, winner and losers, they do not suggest that government could be achieved through discussion, working together. Metaphor can influence on identifying the social problem as well as shaping for a desired solution. In this

research, the total of frequency was 9 times used metaphor during this debate. It can be said that the percentage was 22%. AHY was the candidate whom the most used of metaphor, it was for 5 times (56%), the next was AHK used for 3 times (23%), and then ANS used metaphor only 1 time (5%).

Here is one of metaphor used by AHY

(From 1st debate at January, 10 2017)

AHY *: Ingat! Gedung-gedung beton ini hanyalah benda mati.* **Jakarta rohnya adalah manusia dan warganya,** *system ruang kehidupan merupakan interaksi antara manusia, lingkungan dan semua sarana prasarana yang tersedia. Dengan demikian,* **jangan hanya membangun badannya tetapi bangunlah jiwa kota ini Jakarta.**

(Remember! These concrete buildings are only inanimate objects. **TheSoul of Jakarta is human and its citizens.** *System of life is by interaction between human, facilities and allavailableinfrasructure. So,* **do not just build the body but build the soul of this city, Jakarta.***)*

From the datum above showed in this utterance, AHY used metaphor twice. Actually, metaphor 1 was "**The Soul of Jakarta is human and its citizens"** had similar meaning with metaphor 2 was "**do not just build the body but build the soul of this city, Jakarta**". AHY used two metaphors to empasize that it was not about building the infrastructures and the buildings in Jakarta, but the important one was government should pay attention with the citizens as soul in Jakarta. **"Soul of Jakarta is human and its citizens",** it meant that if citizens were good people who have good education, good character,good behaviour. Then, the system of life will better, it also decreased crime and everything would be better in Jakarta. Hence, it was easy to build the good buildings as body of Jakarta, or good appereance for Jakarta immediately. As it is known that the person has a good soul, of course the body or appereance will be good too.

2. Analogy

Beard (2000:27) explains ideas, visions, missions and concepts are intended to be clarified in analogy by comparing them with things well known. The strength of analogy depends on degree of similarity between the object being compared and whether they are similar in ways that are relevant to the argument being made. Similar with metaphor, the total frequency of used analogy was only 9 times (22%), but it has different frequency from each candidate by using metaphor. AHY did not used this linguistic feature, while AHK used the analogy for 4 times (31%) and ANS used analogy for 5 times.

Here is one of the analogy used by AHK
 (From 1st debate at January, 10 2017)

AHK : *Jadi kami tidak setuju melakukan bantuan langsung tunai. Karena itu tidak mendidik. **Kami seperti orang tua**, yang mendidik anak yang rajin harus kerja, yang tidak rajin tidak boleh dapat. **Demikian program.***

*(So we do not agree to do direct cash assistance, because it does not educate people. **We are like parents** who educate children to diligent for working, if they were not diligent, they will get nothing. **So it is the program**.)*

From the datum above, it was analogy. In this utterance, analogy "***We are like parents***" was used for explained the way of doing their programs that might be more complicated and it needed long explanation seemed like the way of parents taught their children. AHK justified their program seemed like parents who gave punishment and a reward to children. AHK also gave more explanation about the way parents taught their children. So, it meant the way of their programs permitted about punishment for person who broke the rule and they would gave reward for person who has achievement. Actually, this analogy was for refused and it showed disagreement about another candidate's program, it could be seen at the utterance before "***So we do not agree to do direct cash assistance. Because it does not educated***" it was clearly a disagreement and then, it was followed by analogy for support their disagreement, while AHK used analogy said that their program was educated people.

3. Repetition

Beard (2000:38) says number of three represents a sense of unity. Repetition is widely used by speakers. It means that speakers tend to repeat a particular word three times. However, repeated words do not need to be the same. All of the candidate used this linguistic feature. Repetition as the most widely linguistic features used in this event.

Here is one of the repetition used by ANS

(From 1ˢᵗ debate at January, 10 2017)

ANS : *Sosial ekonomi kita, semua ikhtiar ini menjadi tak bermakna, ketika **narkoba** hadir, karena seluruh ikhtiar kita menjadi tak bermakna begitu hadir **narkoba**, orang tua sedih, rakyat sedih karena ancaman **narkoba**.*

*(Our social economic, our effort will be useless when **drug** is exist, because our effort will be useless when **drug** exists, parents will be sad, citizen will be sad because of **drug**.)*

From the datum above, it was found repetition. ANS mentioned "***drug***" for several time to showed that how dangerous drug for citizens. In addition, ANS emphasized and conveyed their program about avoided the drug should be held in Jakarta. Word "Drug" first supposed to initiate an argument. Next, word "drug" to conveyed their program about preventing the drug. Next, word "drug" emphasized

more detail disadvantages about drug whether for parents, citizens or teenagers as victim. Then, the last "drug" to reinforcement and sign the argument was completed. Moreover, ANS memorized about last period that there were still many drug cases in Jakarta, it can be seen at word "threatening of drug" , it means that drug has been threatening citizen and existed in Jakarta since long time ago.

4. Antithesis

Beard (2000:39) says antithesis are used to point out differences between two ideas or difference in time, for example between "now" and "then" by presenting what something and then contrasting what it is not happens. From the result, antithesis is the lowest linguistic features was used by all candidates.

Here is one of the antithesis used by AHK

(From 1st debate at January, 10 2017)

AHK : *Tapi kita jangan lupa **tahun 2013** ketika kami masuk ke DKI, perbedaan ratio gini ratio DKI dengan nasional itu jauh sekali, 0.43 dan 0.41. Nah **sekarang** kita sudah 0.41 dan 0.4. Lalu kita juga mengatakan pengangguran juga sama. Ketika kami masuk **tahun 2013** pengangguran itu 8.3%. **Sekarang** jadi 6%.Nah nasional itu hanya turun dari 5 ke 5 saja.*

*(But we do not forget **the year of 2013,** when we as governor in DKI, the differences between ratio of Jakarta with the national gini ratio is far away, 0.43 and 0.41. Well, **now** we have 0.41 and 0.4. Then we also say unemployment is the same. When we entered **the year of 2013** unemployment was 8.3%. **Now**, it is just 6%. Well, the national only down from 5 to 5 only.)*

 From the datum above showed that was antithesis. AHK presented together about more contrasting about the old Jakarta in 2013 with what has achieved when they as governor for last period. Actually, it can be seen from the utterance, AHK compared the Jakarta changes with national changes. But in the next utterance, AHK only presented some evidences about the old Jakarta and Jakarta today. AHK used "**Year 2013-Now**" as sign of the differences between the old Jakarta in 2013, with Jakarta today. They showed the increasing about ratio today after they had been governor since 2013, they explained some evidences with presented old ratio in Jakarta, then it is followed by new ratio today together. AHK did not mention about national ratio today.

In contrast, on the next topic about the un-employement, AHK presented about un-employement in Jakarta and national. They explained about jobless in Jakarta has been decreasing, while in national is still in number 5. It showed the weakness from national as negative thing and there were no better changes. While, what they has achieved as positive thing and it was better than national. It made audiences know the better changes for Jakarta when they become governor.

In addition, it might be the way to influenced and persuaded audiences to voted them at the election.

5. Discussion

From the study of lingustic features in Jakarta's governor election debate, it was found that there were not all utterances by candidates used the most common of linguistic features of political language based on Beard (2000) during this debate. For the asking questions segment to the another candidate, it was not found the linguistic features. In other case, it was also found that candidates gave some explanation that it was not coherence and it was not clearly. While from this study, it was found that the candidates used linguistic features for long explanation for their ideas, arguing some opinions, giving allusions to another candidate, promising, and for closing statement.

Then, another result from this study, it was found that all candidates did not use the most all linguistic features of political language. It was found that AHY did not use analogy during this debate. From the data, it was found that AHY just gave long explanation and it was followed by the proof. It might be also audiences more understood about what they said. They did not need to use analogy to support their arguments and audiences understand easily.

In contrast, it was also found that whether it was spontant or taking a note before they spoke, AHK and ANS used all the linguistic features of political language during this debate. In this election debate, candidates had an certain duration on different segment. There were found that the candidates used many linguistic features for just explaining about one idea, it because that they had much times in the segment. In addition, it was also found that when they spoke, they used linguistic features for not only conveyed the ideas, and answered the question from moderator, but also used for criticizing another candidate, giving allusion, talked about their couple.

The next most linguistic feature was metaphor. Based the result, it was found that one candidate used many metaphor to discuss and respond to one issue only, using of metaphor was also followed by the implicit meaning of the metaphor. As Lakoff (1991) theory emphasizes that the importance of metaphor is not just what metaphor present, but at what they hide. In addition, the candidate used old aphorism as metaphor but it has implicit meaning. Then, it was found that, the candidate also mentioned directly the concrete thing that have been talking as metaphor, one of the finding was they candidate mentioned the waving palm. The waving palm is a beliefs as a icon in Jakarta by citizens. The data was found also to be similar with Charteris Black (2005) theory that politicians use metaphor to share cultural beliefs and knowledge systems, and it uses connotations right and wrong for audiences. So that, it also could help the audiences to understood about what they have been talking and the audiences could get the truly meaning.

Moreover, the data was found that the candidate used metaphor to give allusion about what happened in last government. This result was similar with

Beard (2000) theory that the key metaphor of politics involves concepts of enemies and opponents they do not suggest that government would be achieved through discussion and working together.

The next was analogy. On the result, it was found that the candidate used the analogy for compared their ideas with general way. The finding was same with Glynn (1991) theory states that an analogy is in more general way, a process identifying similarities between different concept. They justified and explained their personality by analogizing with other things, and to criticized the arguments of the others with the easy thing to understand, giving the allusion to another candidate. As Beard (2000:27) says that ideas, visions, missions and concepts are intended to be clarified in analogy by comparing them with supposedly well known. From the result, it could be said that the candidate used analogy for audiences to understood an certain issue without long explanation, and the audiences could imagined the common concepts that has been used as analogy to understood without more explanation.

The last lingustic feature was antithesis. Basically, antithesis or contrastive pairs was used to point out differences between two ideas or differrence in time. Based on the result, it was found that the candidates used this linguistic feature to explained their achievements in previous positions, they presented together about the condition before and the condition after they were in the previous positions. This finding was to be same with Beard (2000) theory states that antithesis is used to point out differences between two ideas or differences in time. In study of Beard, he gave example using "now" and "then", while in the result, it was found that the candidates used "before" and "after" . Not only that, they candidate also presented together about the old system and the new system for the future and giving respond about the another candidate's opinion. Even antithesis was also used for many functions, but it was the linguistic feature that could be an provocative to choose one of the candidates to be governor. The audiences could show the changing of what the candidate would take for Jakarta and it could showed the ability from each candidate that were in previous positions.

D. CONCLUSION AND SUGGESTION

The results in this study showed that the researcher analyzed the linguistic features of political language used in the Jakarta's governor election debate 2017. Their usage of metaphors, analogies, repetition, and antithesis might not be new but their argument became successful to created new argument and it influenced the audiences. Using of linguistic features was different by each candidate. However, not all utterances have lingustic feature, some of the utterances were only an argument, explanation and getting mad to other candidates.

During the debates, AHY just used metaphor, repetition and antithesis. Metaphor was the most linguistic feature used by AHY, the percentage was 56%. AHY used metaphor from the first segment which that AHY conveyed their visions and missions, to support their idea and allusion the last government. But, AHY did not use analogy as during this debate. The next candidate, AHK used

all of the linguistic feature. Analogy and repetition were the most linguistic feature used by this candidate, their percentage were 31%. AHK used analogy to support arguments and AHK compared their ideas with things that well known by their listeners. For example with technology, militarization and relations between people. While, AHK used repetition for supporting their idea and their plans. Most of data find that AHK repeated some single words and it was just for supporting explanation of their ideas, but AHK did not repeat the key words of their ideas. The last candidate, ANS also used all linguistic features. Repetition was the most linguistic feature used by this candidate. The percentage was 53%. During the debates, ANS used repetition to emphaizes their program for the next government which ANS repeat the key of their program or the name of their program, and sometimes repeated the single words to support their program. Overall, Linguistic feature repetition was the highest frequency in this debate. The percentage was 41%, but the least feature was antithesis, it was 15%.

The researcher suggested when applied the candidate or politicians do speech or debate, they should be carefully to convey their idea and their argument. The audiences got attention detail for what they conveyed. In addition, the audiences also got attention for how the politicians conveyed their ideas, and giving repond with an issue. Then the researcher suggested other researchers that might be interested in analyzing about linguistic feature of political language could continue this analysis from other aspects related to this topic.

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