

## **CHAPTER I**

### **INTRODUCTION**

This chapter deals with the background, statement of problems, research objectives, the significance of research, previous study, and definition of key terms.

#### **1.1. Background of Research**

Communication is a procedure of sending and accepting information among individuals. Many people believe the centrality of communicating with others resembles the significance of breathing. Undoubtedly, interaction among people encourages the spread of information and structures connections between individuals. In addition, communication happens orally, as well as it can be done in written forms.

In consequence, communication is so firmly related to language. Moreover, language is an increasingly important area of applied linguistics. Furthermore, language is the methods which people use to express their thoughts; within both oral and written. Written language is a method for recording language utilizing any of different instruments and materials, for example, pen and paper or data and computer. On the other hand, oral language is a mix of sounds used to express the thought. The sounds used to express the idea are gathered in spoken words. In this case of the spoken words, might be a single sound or a gathering of sounds. The hints of oral language are spoken to by letters to form composed a language. Thus, the expression of oral languages have their proportionate words

in the composed language. Therefore, regardless of whether oral or composed, it comes from the brain. Here in, the words must be appropriately assembled to express an idea.

In this case, language is a tool of communication for the human being. As one space of human comprehension, according to Ostyn (in Putz, 2001: 13) claims language is personally connected with other subjective areas and all things considered mirrors the transaction of mental, social, social, environmental, and different components. Equally important, communicating helps people to express their ideas and feelings, and it, at the same time, helps us to understand the emotion and thought of the others. Therefore, communication and language are nearly the same because a language is a form of communication. A well-known arrangement of punctuation are sounds, that is sufficiently institutionalized to be utilized by two individuals to communicate information to each other. Hence, communication is the foundation or process to transfer the languages of all the people interaction.

From the text above, one of the example of the interaction among people is speech, is provided to express the speaker's idea to the audience around the environment. Furthermore, speech is a recognizable component of everyday life that people once in a while pause to characterize it. Most of the people aware of the importance of address is to empower a man to specifically associate with a substantial number of individuals. For Sapir (1921: 8), he expresses that speech is a human movement that differs without assignable cutoff as we go from social

gathering to social gathering since it is an absolutely authentic legacy of the gathering, the result of since quite a while ago proceeded with social application.

In this case, an example of this carried out by every people in the political environment. They build up an awareness of the importance of oral communicating and tuning in for accomplishment in their own, civic, and proficient lives; become comfortable with behavioral research in influence and understand how language is used to create social movement, for example. Hence, this kind of speech is a way as an art to making the social environment changes. This kind of examples can defined as the rhetorics in order to persuade the perception of the society.

Hence, rhetorics has a close relationship with speech. A notable example of those elements are when the society believe the orators must be able to inspire, impress, and engage them; these logical devices help to draw the audience make the topic memorable. In this case, rhetorin devices and strategies appear in the situation which circumstances to persuading an audience within it.

Therefore, the important roles of rhetoric is intended to inspire audience members to acknowledge a specific perspective, and afterward persuade them without hesitation. For Aristotle (in Freese, 1926: 11) points out that rhetoric is an art where becomes part of life to make a better situation. In this case, rhetoric is a partner of rationalization; for both need to do with issues that are in a way inside the perception of all men and not limited to any exceptional science. Consequently, all people in a way have an offer of both; for all, up to a specific

guide, the attempt to scrutinize or maintain a contention to protect themselves or to charge.

Again, there is a circumstance to influencing people so as to persuade them that their conclusion is dependable. Times by times, everybody cannot get away from these things. Although, speech is all over. Somebody is endeavoring to instigate people with something after the speech is over continually.

Therefore, rhetorics, in the general feeling of the application of language in such a way as to inspire the listeners and impact them for or against a specific game-plan, is as old as dialect itself and the beginnings of social and political life. Over the past decade most research in rhetoric pays particular attention to the notoriety of Odysseus and Nestor as speakers, the answer of Achilles to the international safe haven beseeching him to take the field once more, the trial-scene spoke to on the shield of Achilles, demonstrate the veracity of this, and legitimize the feeling of the antiquated Greeks that Homer was the genuine father of rhetoric. Hence, the long history amongst language, rhetoric, and politics gives anything besides a direct answer concerning their interrelations.

In brief, prior to Crick (2014: 19) observes the long history of rhetorics and politics issues give anything besides a direct answer concerning their interrelations. The normal issue for the rhetoricians, talk examiners, and language specialists who investigate this zone of research is, along these lines, characterizing the question of examination. As a few researchers, the action called 'governmental issues,' being attempted openly by free individual with a specific

end goal to explain and sort out their contending advantages, understands an edifying mission.

Here in, the present study will set out with the aim of assessing the importance of rhetoric styles and ideologies in two influential leaders in the Republic of Indonesia. Moreover, Soekarno is the first president of the Republic of Indonesia and Susilo Bambang Yudhoyono is the sixth president of Republic of Indonesia. In this case, the most important this study will be comparing between Soekarno and Susilo Bambang Yudhoyono (SBY) speeches at the Asia Africa Conferent in different times.

One of the most important events of Asia Africa Continents was taken at April 21th, at Bandung in 1955. The people which gathered in a place located in Bandung from 29 countries used a strategics as bridge the process of communication from all over the world. The communication has an art ways were called rhetorics. Here in, in the last decade, Asia Africa Conference also was held after the first summit. It took after fifty years ago of Asia Africa Conference since 1955.

This kind of the conference related to the first president of the Republic of Indonesia. Moreover, Soekarno, became the initiator of the formation of the first conference. He declares a smoldering speech during the colonization era entitled *Let New Asia and New Africa be Born!*

On the other hand, in different era, the sixth president of the Republic of Indonesia also has expressed the opening speech of Asia Africa Conference in 2005. He also delivers the speech entitled *Let Us Build a New Strategic*

*Partnership between Asia and Africa*. Hence, this kind of the situation changed into post-colonialism era.

With regards to the study above, the outlined art of rhetoric will show from both the leaders in different era. The researcher will find the rhetoric styles and the ideologies of both the leaders of Indonesia through the educational background and political background. The researcher also will find those issues through the Systemic Functional Linguistics and Critical Discourse Analysis.

Systemic Functional Linguistic (SFL) is a theory of language focusing on the concept of the choice between meaning. Moreover, Crystal and Davy (in Otieno, 2015:80) supports the ideas above the explanation. They claim that the speakers express the ideas behind the third meaning. It will be useful to help the researcher to find the rhetoric styles by this framework.

Moreover, SFL is the linguistic backbone Critical Discourse Analysis (CDA). Thus, the following explanation will use CDA take place on the Ideology discourse. Moreover, CDA is the form of analysis. Furthermore, for Rogers (2011:8) claims that CDA is a broad framework that carries critical social hypotheses into discourse with speculations of language. Thus, the social hypotheses will cover the ideology of the people.

Ground to the explanation, the issues of rhetoric has received considerable critical attention. A numbers of researchers have reported by several researchers all over the world. Most studies in rhetorics have only been carried out in a small number of areas. The previous study had been conducted by Chissano in 2016

entitled 'A Rhetorical Analysis of First Inaugural Addresses of Samora Machel, Robert Mugabe, Sam Nujoma and Nelson Mandela'.

In general, the previous study is a fundamental reason for this interpretive examination aimed to analyze only three canons of rhetoric: *invention*, *arrangement*, and *elucolutio* were used by Machel, Mugabe, Nujoma, and Mandela in their first inaugural addresses to persuade the people around the place.

Other studies have considered the relationship rhetorics with linguistics through socio-semiotic entitled 'A Rhetorical Analysis of Selected Political Speeches of Prominent African Leaders' by Moses A.ALO. He analyzed that the rhetoric strategies has a meaning to get the choice of modality and pronoun and the rhetorical devices to get the ideological problems of the speakers in Africa. Moreover, the previous study will show the four speakers is used the classical rhetorical verifications of three canons to build up a relationship and set up their believability with the audience. Another study was found political African leaders seek to achieve their goals with rhetorical ways.

In view of all that has been mentioned so far, firstly, the present study will analyze the speeches from two president of the Republic of Indonesia . On the whole, the study is focusing on rhetoric styles cover on Systemic Functional Linguistics and the ideological discourse on Critical Discourse Analysis.

Moreover, the finding suggests that two Indonesia political leaders have known acknowledge, for the most part, recognize the independence issues of Asian and African at that time. Moreover, the issues need for change in the future. As stated, in their speeches, found the differences of rhetoric styles and found the

use of us and them reflected five principles of the speakers such as 1) religiosity, 2) humanitarianism, 3) nationalism or unity, 4) democracy, and 5) social justice or welfare. These results suggest that the speakers have potential to persuade Asian African continents to take an action in the future.

## **1.2. Statement of Problem**

Based on the background of the study, a major problem with this kind of application is two speeches from Soekarno. He is used more dominant of the rhetorical style. He uses more aspects to build all aspects of the rhetorician. Meanwhile, Susilo Bambang Yudhoyono is used a pinch of rhetorical style to build as a rhetorician. He prefer to build good characters in his speech. However, the speakers have the different situation at different times. Thus, this statement of problems will be formulated into two questions below:

1. What are the rhetoric styles of the speakers to achieve their intended goals?
2. How do the speakers choose the pronouns in the aspects of ideology reflected to rhetoric styles?

## **1.3. Research Objective**

Based on the statement of problems above , this study is aimed at finding out:

1. To employ and develop the differences rhetorical style used by the speakers through their speeches at the Asia Africa Conference.
2. To know the use of pronoun in the aspects of ideology reflected to rhetoric styles at Asia Africa Conference.



#### 1.4. Significance of Research

This researcher hopes that this research will be beneficial for the researcher and generally to the readers. This research significance is to make readers easier classify which word shows the rhetoric styles and the ideologies of the speakers in the opening of Asia Africa Conference. Furthermore, Soekarno delivered Bandung spirit in the colonialism era entitled *Let Us Build A New Asia and A New Africa be Born!*. Meanwhile Susilo Bambang Yudhoyono delivered Bandung spirit in the post-modernism era entitled *Let Us Build a New Strategic Partnership between Asia and Africa*. In general, the result of the study is expected to be used contextually and theoretically, as follows:

Contextual Background:

1. A description of communication.
2. A description of language.
3. A description of rhetoric.
4. A description of Asia Africa Conference
5. A description of Systemic Functional Linguistics
6. A description of Critical Discourse Analysis

Theoretical Background:

1. The previous study by Chissano and Moses A.ALO.
2. The present studies.
3. The problems to be covered in the study: Aristotlean Rhetorics, Systemic Functional Linguistics, Critical Discourse Analysis, etc.

4. GAP is focused on rhetorics style and ideology discourse reflected the choice of modality and pronoun.

### **1.5. Previous Study**

In this study, the researcher presents some previous research that focusing with the study about rhetorics understanding that had been researched by Chissano (2016) in his graduating paper entitled *Rhetorical Analysis of First Inaugural speche's of Samora Machel, Robert Mugabe, Sam Nujoma and Nelson Mandela* (Chissano, 2016 ). In this case, the previous study seeks to make commitments to the territories of English language in general, and to the regions of presidential rhetorical criticism in liberated nations in Southern Africa.

Furthermore, the previous study explained the principal inaugural locations of Machel, Mugabe, Nujoma, and Mandela are rhetorically significant. One of a kind given the highlights, setting and significance they depict both at the national and provincial levels.

Other studies have considered the relationship rhetorics with linguistics through socio-semiotic entitled 'A Rhetorical Analysis of Selected Political Speeches of Prominent African Leaders' by Moses A.ALO. He analyzed that the rhetoric strategies has a meaning to get the choice of modality and pronoun and the rhetorical devices to get the ideological problems of the speakers in Africa. Moreover, the previous study will show the four speakers is used the classical rhetorical verifications of three canons to build up a relationship and set up their believability with the audience. Another study was found political African leaders seek to achieve their goals with rhetorical ways.

## 1.6. Definition of Key Terms

To avoid misunderstanding, the key terms of this research are defined below:

Public speech : some process of doing a speech in front of the audience

Style : the art of some expression to exploring or discussing the opinions.

Rhetoric : a technique that is intended to inspire and persuade audience members to acknowledge a specific perspective.

Ideology : a system of an ideals of ideas.

SFL : a theory of language focusing on the concept of the choice between meaning.

CDA : a broad framework that carries critical social hypotheses into discourse with speculations of language