

## CHAPTER I

### INTRODUCTION

This chapter presents introductory remarks of the research including background, research questions, aim of the study, limitation of the study, research methodology, data collection, data analysis, and organization of the paper.

#### 1.1 Background of Research

Language has a significant role to transform power in order to exchange values in social life. It has an impact on power structures; it can be seen as an indicator of social and therefore political situations and it can also be seen as an effort to change political and society. According to Wodak (2007:2), “language is an input as well as an output factor of political systems: It influences politics — and is influenced by politics”. This paper analyses the persuasive strategies of the political speech as well as the covert ideology of Barack Obama, delivered in his stadium general at University of Indonesia.

When he delivered his stadium general at university of Indonesia, Obama, as a president of superpower country, mesmerized the audience in particular, and the people of Indonesia in general. It possibly happened in that situation because of two factors. First, the proudness of people indonesia. They felt deserve to give it to the person who had moved and lived in Menteng Dalam and came back as a president of

superpower country. Second, it consequently says that Obama is a power-holder with all of those authorities in his country. “The power-holder is a person who can exercise Influence outside the context of formal proceedings (thus wielding) real power”. (Edelman, 1977:123). On the other hand, in this speech, Obama can be regarded as a representation of America.

Speech of Barack Obama can be regarded as the powerful texts. Because of his powerful country, his speech can affect another country, including Indonesia as one of the developing nations. Although he failed to come to Indonesia twice before, all components of our country have already prepared for his coming. He came to make a new announcement with the president of Indonesia and gave his stadium general at University of Indonesia. In his speech, he basically focused on three areas that are closely related and fundamental to human progress: development, democracy, and religion.

In this regard, in order to disclose the ideology behind his speech, a powerful tool of analysis is needed so that anything become clear. Thus, this study employs Critical Discourse Analysis (hence, CDA) as a framework to conduct the analysis. “CDA mainly analyses social interactions in a way which focuses upon their linguistic elements, and which sets out to show up their generally hidden determinants in the system of social relationships, as well as hidden effects they may have upon that system” (Fairclough, 1989).

Moreover, critical discourse analysts want to understand the role of ‘structures, strategies or other properties of text, talk, verbal interaction or communicative events’ (van Dijk, 1993: 250) in establishing and maintaining power relations between different groups in society (Fairclough, 1989).

Fairclough (1993) in his definition perceives CDA as:

discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practice, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony. (Fairclough, 1993: 135).

In addition, Van Dijk (2001) defines CDA as a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in social and political context.” In regarding text and talk as the way to resist the power, Fairclough (2003) defines that text is written and printed text such as newspaper articles and transcripts of spoken conversation or articles. “we might say that any actual instance of language is a ‘text’”(Fairclough, 2003: 6). In short, speech of Barack Obama is categorized as a transcript of speech or spoken and the major function of CDA is to analysing the text.

From the explanation above, this study will analyse the dominant power behind the speech text of Barack Obama and to reveal the ideology by using CDA. The researcher expecting this could be a useful paper for knowing better political assumptions and bilateral relationship between US and Indonesia. Therefore, it could be a newest perspective among their commitment to our beloved country, Indonesia. As a form of careness, it should be directing us to be more critics what US purpose to indonesia is.

## **1.2 Statement of Problems**

The research is purposed to answer the research questions. Specifically this study is formulated into two research questions:

1. How are the issues of development, democracy, and religion represented in Obama's speech?
2. What is the ideology behind the issue in Obama's speech?

## **1.3 Purpose and Significance of study**

### **1.3.1 Purpose of Study**

The purposes of the study are:

1. To investigate the issues that are represented in Obama's speech text.
2. To identify the ideology behind the speech.

### 1.3.2 Significance of Study

The research is expected to be used as one of the sources of information about CDA based on study of linguistics. This might be used as a reference for those who are interested in the subject of CDA and speech, especially for English Department's students. Therefore, it could be a newest perspective among their commitment to our beloved country, Indonesia. As a form of careness, it should be directing us to be more critics what US purpose to indonesia is.

### 1.4 Conceptual Framework

This study is required qualitative analysis in exploring text as data. Bogdan and Taylor as quoted in Moleong (1989) define "the qualitative methodology as a procedure of research that produces descriptive data in written or spoken from the people and analyzable behavior" (Moleong, 1989: 3). This study utilizes Norman Fairclough's view on Critical Discourse Analysis. In Fairclough's analytical framework of discourse analysis, there is 'Dimension of Discourse and Discourse Analysis', which means the relationship between texts, discursive practices, and social practices (Paltridge, 2000). This dimension has three aspects on it. First, is *text*, in which textual linguistic form appears in the text is analysed. In this linguistic analysis, this study employes some theories of transitivity, nominalization, and passivization.

The second aspect is discursive practice, which has something to do with text production and text interpretation (processing analysis) and its relation with social practice. The last aspect of this dimension is *social practice*. It relates to the different levels of social organization: the situation, the institutional context, the wider group or social context.

### **1.6 Organization of Writing**

This paper will be organized into five chapters.

Chapter I provide introductory remarks of the research including background, research questions, aim of the study, limitation of the study, research methodology, data collection, data analysis, and organization of writing.

Chapter II explains the theory relates to the research. It contains of the definition of discourse, discourse analysis, critical discourse analysis, transitivity, nominalization, and passivization.

Chapter III discusses the research method encompassing research design, technique of collecting data, and technique of data analysis.

Chapter IV delineates some findings and discussion that illustrates the textual evidences from speech text. In addition, it also delineates concluding remarks that explains the raises issues as well.

Finally, chapter V is concern to concept the conclusions and suggestions of the study.

