

CHAPTER I

INTRODUCTION

This chapter is the introductory chapter of the research. In this chapter, the researcher elaborates some discussions, namely Background of research, Statement of Problem, Purpose and Significance of Research, Procedure of Writing, and Clarification of Key Term.

1.1 Background of Research

Human being cannot live alone in their life. This means that to fulfill their needs, human need to interact with the others. But, interaction will be nothing if there is no connector (cement) which can relate it. This cement is possibly that human can express their thought and will against their partners. This cement which is as the media of interaction is called language. Language allows people to say things to each other and express their communicative needs.

According to Wardhaugh, language is a system of arbitrary vocal symbols used for human communication¹. It means that to interact with the others, people need to express their thought and feeling into signs and symbols of language.

Language is the cement of society, allowing people to live, work and play together, to tell the truth but also to tell a lie, or lies. Sometime it is

¹ Wardhaugh, *Introduction to Linguistics (2nd edition)*. (Toronto: McGraw-Hill Book Company, 1977). Pg. 3

used merely to keep communication channel open so that of any need arises to say something of importance a suitable channel is available².

The science which focuses language as the object on the research is called linguistics. Linguistics explains language as the system of symbol that is rich in possibilities to express something or as the articulated symbol of language. Language has the intimate relation with human so that it usually supported by the whole human organism such as gestures and mimic to express thought and feeling.

Wojowasito states the appearance of language is absolutely important; it can be felt its present as the communication device³. Therefore every kinds of language form is as the effect of interaction between they who have amounts part of body and they who use natural tools for necessity of their relationship.

But, in its development, language is not merely as the tool of communication among people, but also as the tool of politic. Jurgen Hubermas has noted that the processes of social politic are not merely only on 'practical work', but also on 'practical of communication'. Therefore, system of authority is also not only on the control of technical media and material system of reproduction, but also on the importance of the efforts in manipulating the systems of ideational reproduction. In other hands, "*Language is also a medium of domination and power*"⁴.

² Wardhaugh, *Introduction to Linguistics (2nd edition)*. (Toronto: McGraw-Hill Book Company, 1977), pg. 7

³ Wojowasito, *Perkembangan Ilmu Bahasa (Linguistik) Abad-20*. (Bandung: Shinta Dharma, 1976) Pg. 6

⁴ Latif and Ibrahim, *Bahasa dan Kekuasaan, Politik Wacana di Panggung Orde Baru*, (Bandung: Mizan, 1996) pg. 16

Relating to transformation of function of language, Santoso⁵ has broadened of how linguistics attend to social phenomena. In this regard, language, central to the notion of culture, has been assuming more strategic roles. Linguistics, accordingly, needs to accommodate broader views so as to go in line with the broader views of social culture as the home base of linguistics. In this case, linguistics needs to build on the assumption that (1) language is not innocent (neutral), (2) language deals with the issue of representation, (3) language has to do with power⁶, and (4) language is concerned with articulation; this point is relevant to the development of language in social phenomena.

This research is based on the concept of language above. According to researcher, it is interesting to state the visit of Obama to Indonesia cannot be separated from the political purposes and his own ideology. Obama's popularity around the world is enhanced, to an important extent, by the fact that he has tried to conceal or obscure his real ideology in his speech.

Speech is a well-arranged utterance to be conveyed that aims to deliver advices and explanations about something to the others (audience). A good speech can give a positive impression for people who listen to it. The ability of speech in front of public will help someone to achieve a prospective career⁷. But here researcher does not focus the research on the speech in the spoken form; the

⁵ Anang Santoso, *Ilmu Bahasa dalam Perspektif Kajian Budaya*, (n.pb., 2008), pg. 1

⁶ Latif and Ibrahim stated that historically, the Greek's philosophers stated language as the medium to seek and express the truth and to express the persuasive and artistic things. Language is also considered as the 'strong gun' to be involved in the high level politic. As Shakespeare stated that the function of language is as the device of conveying wisdom, gaining the pride and convincing (Latif and Ibrahim, 1996: 17)

⁷ Hasan, 2009, *Ceramah Umum dan Khusus*, retrieved on June 25, 2012 from <http://hasanismaillr.blogspot.com/2009/06/ceramah-umum-dan-khusus.html>

researcher focuses and emphasizes on the content of speech in written form (text of speech)⁸. It is aimed to make this research more specific. Researcher treats Obama's statements in his speech as a set of discourse containing certain purposes and intentions.

Obama ended his concise visit—less of 24 hours in Jakarta. He gave an unforgettable impression at Universitas Indonesia on Wednesday, November 10, 2010. Besides, Obama came when Indonesian people were celebrating heroism day. In front of 7.500 audiences, Obama's speech amazed them attending in the agenda⁹.

Obama arrived at Universitas Indonesia, Depok, West Java at 9.20 a.m. Without ceremony, audience clapped their hands when Obama was coming into the podium. He waved hand to the audience who had been waiting for him since 06.00 a.m. Obama performed approximately for a half of hour. He performed as an intimate figure with Indonesian people. He said, "*Pulang kampung, nih.*" So that it made audience clapping hand to him.

Obama said that Indonesia is a part of him. He shared his moment of his childhood living in Menteng Dalam, Jakarta. At that time, his mother married with Indonesian man, Lolo Soetoro. "As a young boy, I was coming to a different world. But the people of Indonesia quickly made me feel at home".

⁸ The purpose of researcher in distinguishing between spoken and written form of speech is to avoid ambiguity so that the readers can understand that this research is focusing on the content of the script of Obama's speech, not focusing on the speech (in spoken form) itself.

⁹ "Pidato Depok" Obama dan Kepentingan Amerika, *VivaNews*, (retrieved from <http://headlines.vivanews.com/news/read/188133--pidato-depok--obama-dan-kepentingan-amerika> on June 25, 2012

In his speech, Obama mentioned at least three points of attention during his visit to Indonesia. They are development, democracy, and religion. “I will focus on three areas that are closely related, and fundamental to human progress – development, democracy, and religion”, said Obama.

In the point of development, Obama stated that Indonesia and United State have strong relationship and mutual symbiosis. Indonesia is also considered to have a strategic role in improving global economy. According to Obama, Indonesia as the member of G20 has responsibility in the balance of global economy. Obama stated:

“Indonesia should lead on the world stage and by example in embracing transparency and accountability”.

In the point of democracy, Obama admitted his admiration with the change that happens as long as he left Indonesia. He told his moment in 1967 when Indonesia was covered by fear to express their aspiration. Obama also appreciated Indonesia as the tolerant country of diversity of religion. He gave example that mosque and church can be built side by side. Before going to Universitas Indonesia, Obama visited *Istiqlal* mosque as the proof of his intention to discuss with Moslem world.

Persuasive speech by Presidents of the USA inspires hopes for the future in the preliminary addresses to the relation on the foundational plans between two countries, Indonesia and USA. Obama’s Speech contained various subjects and topics ranging from foundational plans between two countries, human right, issues in Middle East, etc.

About foundational plans of two countries (Indonesia-US), Obama stated in his speech:

“...the friendship between the United States and Indonesia can advance our mutual interest in development...”.

“America has a stake in an Indonesia that is growing, with prosperity that is broadly shared among the Indonesian people – because a rising middle class here means new markets for our goods, just as America is a market for yours”.

“America has a stake in an Indonesia that plays its rightful role in shaping the global economy. Gone are the days when seven or eight countries could come together to determine the direction of global markets”.

About human right, Obama also stated in his speech:

“Indonesia has also been at the forefront of pushing for more attention to human rights within ASEAN. The nations of Southeast Asia must have the right to determine their own destiny, and the United States will strongly support that right. But the people of Southeast Asia must have the right to determine their own destiny as well”.

About the issues in the Middle East, Obama stated:

“In the Middle East, we have faced false starts and setbacks, but we have been persistent in our pursuit of peace. Israelis and Palestinians restarted direct talks, but enormous obstacles remain. There should be no illusions that peace and security will come easy. But let there be no doubt: we will spare no effort in working for the outcome that is just, and that is in the interest of all the parties involved: two states, Israel and Palestine, living side by side in peace and security”.

The visit of Obama can be called as the historical moment. Barack Hussein Obama is the only one of American president who came from ordinary citizen, Afro-American race. His ability and his charisma cursed the audience to listen completely. Besides, Obama ever spent his childhood in Indonesia because he has an Indonesian step-father.

In his speech, Obama raised current issues happening either in Indonesia or in the world such as freedom of religion, human right, terrorism, conflicts in the Middle East, and relation between Indonesia and America. Besides, he also conveyed about the important role of Indonesia and America in facing problems happening in the world. Of course, Obama as the president of America did not only explain the problems in the world, but also he gave the solution to solve them through his own ideologies within. These ideologies, according researcher, are interested to be observed. It is because ideology of someone shows his identity and his sight against reality, for instance.

Santoso stated that ideology always becomes become the source of someone's motivation when ideology creates identity of someone. Identity is discursive construction, product of discourse talking about the world. Identity is constructed by representation of language¹⁰.

Ideology is a compilation of idea and thought. It is made by Destutt de Tracy in latest of 18th century to define "science about idea"¹¹. Van Dijk presents ideology by involving cognitive and social psychology, sociology and discourse analysis. The cognitive definition of ideology is given in terms of the social cognitions that are shared by the members of a group. The social dimension explains what kind of groups, relations between groups and institutions are involved in the development and reproduction of ideologies. The discourse dimension of ideologies explains how ideologies influence our daily texts and

¹⁰ Anang Santoso, *Ilmu Bahasa dalam Perspektif Kajian Budaya* (n.pb., 2008), pg. 4

¹¹ Van Dijk, *Ideology and Discourse, A Multidisciplinary Introduction*. (Barcelona: Pompeu Fabra University, 2003), pg. 4

talk, how we understand ideological discourse, and how discourse is involved in the reproduction of ideology in society.

Van Dijk also highlights main points of ideology¹²:

- 1) An ideology is a type of belief system. This implies that they should be characterized in cognitive terms, and not be confused with, or reduced to, social practices or discourses, or societal structures of any kind. One may however say that such practices or discourses are expressions or enactments of underlying ideologies.
- 2) Ideological belief systems, however, are at the same time social, and defined for *social groups*, and hence are forms of shared, societal cognition. Although individuals, as group members, may have ideologically based opinions, ideologies as such are not individual.
- 3) Because mental models not only feature biographical representations of personal experiences but also instantiations of shared social, representation, Ideologies may indirectly influence mental models. Because such biased mental models are the cognitive structures on which social practices and discourse are based, this brings, finally, to an explicit way of relating ideology with text and talk.
- 4) Discourse is not only based on mental models of events that people think or speak about, but also on mental models of the communicative situation in which they speak, write, read or listen. It is this personal, subjective representation of the relevant features of the social situation that defines the notion of context. In other words, semantic event models and pragmatic context models together give shape to the contents and variable structures of a discourse in production or to their appropriate understanding in comprehension. Since context models may also be ideologically influenced (in the ways interacting participants are represented as own or other group members), also contextually controlled structures of discourse may be ideologically based.

Ideology is central concept in critical analysis. Text and conversation are examples of practical form of ideology. As Van Dick said, ideology is aimed to control the action and the practice of someone or member of group. Ideology makes a member of group doing action in the same situation, connecting their

¹² Ibid, pg. 94-95.

problems, and giving contribution in forming solidarity and cohesion in a group. Firstly, ideology is coherently social, not personal or individual. It need sharing between the members of group, organization, or other collectivities with the others. Secondly, although ideology is social, it is internally used among the members of group or community.

Ideology is not only providing coordinative function and cohesion, but also it shapes the identity of group, distinguishing with other groups. Here ideology is in general, abstract, and the values divided among the members of group are providing the basic in how problem should be viewed. Furthermore, critical discourse analysis should state language as opened system. Besides, it should view the context especially how ideology of the groups play the role in forming discourse.

Obama's ideology can be shown in his speeches such as his speech in Universitas Indonesia. Obama's speeches are rousing, motivational and filled with emotion as are all of the best speeches. The essence of the most persuasive Obama's speeches is the inspiring and informative quality that these types of speeches possess. Obama's speech symbolizes the freedom of speech philosophy and the American way of life.

Persuasive speech by Presidents of the USA inspires hopes for the future in the preliminary addresses to the relation on the foundational plans between two countries, Indonesia and USA. Obama's Speech contained various subjects and topics ranging from foundational plans between two countries, human right, issues in Middle East, etc. but over all Obama's speech was informative.

Data analyzed in this research is Obama's speech in Indonesia University. Researcher is interested in analyzing this speech because it orally can be understood so that the researcher is able to capture the hidden ideology of Obama. The readers can be shown with Obama's ideology as following:

“Indonesia has charted its own course through an extraordinary democratic transformation – from the rule of an iron fist to the rule of the people. In recent years, the world has watched with hope and admiration, as Indonesians embraced the peaceful transfer of power and the direct election of leaders. And just as your democracy is symbolized by your elected President and legislature, your democracy is sustained and fortified by its checks and balances: a dynamic civil society; political parties and unions; a vibrant media and engaged citizens who have ensured that – in Indonesia – there will be no turning back.”

The italic statements above show that Obama expresses the principles of democracy which is the basic principle of US. This principles is known by analyzing structures of the text by using Van Dijk's Critical Discourse Analysis approach. It is clear that it is important to analyze people's statement in the speech. By doing this research, people will know the hidden ideologies and purposes of Obama in his speech. Therefore, *“Ideologies in Barrack Obama's Speech at Universitas Indonesia”* is an appropriate title to be captured in this research.

1.2 Problem Statement

In conducting this research, the researcher formulates the problem of the studying is how the ideology is reflected in President Barack Obama in speech. This research discusses the analysis of two questions as following:

1. What kind of ideologies which appear in Barrack Obama's speech at Universitas Indonesia?
2. How do the ideologies appear in Barrack Obama's speech at Universitas Indonesia?

1.3 Purposes and Significances of Research

This research is purposed as follow:

1. To find out ideologies in Barack Obama's speech at Universitas Indonesia.
2. To know how the ideologies appear in Barack Obama's speech at Universitas Indonesia.

By doing this research, there is some significance that researcher or the readers obtain in it. *Firstly*, this research gives further knowledge about discourse analysis related to current discourse. *Secondly*, for the readers, this research can give the description about application of Critical Discourse Analysis in the text. *Thirdly*, by knowing the application of Critical Discourse Analysis, it is hoped that we are able to make a good sense in understanding the unstated ideology of the text within.

1.4 Clarification of Key Term

1.4.1 Ideology

An ideology is a type of belief system. This implies that they should be characterized in cognitive terms, and not be confused with, or reduced to, social practices or discourses, or societal structures of any kind. One may however say

that such practices or discourses are expressions or enactments of underlying ideologies¹³.

1.4.2 Speech

Speech is a well-arranged utterance to be conveyed that aims to deliver advices and explanations about something to the others (audience). A good speech can give a positive impression for people who listen to it. The ability of speech in front of public will help someone to achieve a prospective career¹⁴.

1.5 Previous Research

There is previous research which discuss equal thing about ideology of Obama. The study about ideology has been conducted by Nur Amini Yuniati, a graduate student of teacher training and education faculty of Muhammadiyah University of Surakarta. She studied about ideology entitled: "Dominant Ideology in Presiden Barack Obama in His Own Words: A Critical Discourse Analysis". The result of the analysis is drawn as follow: *firstly*, the dominant ideology in the book of *President Barack Obama in His Own Words* is democracy ideology. *Secondly*, the ideologies in the book of President Barack Obama in His Own Words are capitalism, globalism, democracy, and liberalism. *Thirdly*, the book of *President Barack Obama in His Own Words* represents Obama's media socio-political account of his campaign to access power relations and supports character of Obama's Ideology. It also serves as political representations in Obama's minds to communicate events in the reproduction of dominance and inequality.

¹³ *Ibid.*

¹⁴ Hasan, 2009. *Ceramah Umum dan Khusus*. Retrieved from <http://hasanismaillr.blogspot.com/2009/06/ceramah-umum-dan-khusus.html>

Considering the previous studies above, the researcher wants to conduct the close and almost similar research, but with different object. The difference between the previous research and the research that the researcher wants to conducts is the researcher wants to study about the ideology in President Barack Obama's speech in Universitas Indonesia based on Critical Discourse Analysis.

