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Analyzing the President Joko Widodo's International Speech: A Study on Critical Linguistics

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Abstract:

This paper studies President Joko Widodo self-image through his International speech. In order to do so, the researcher use critical linguistics approach proposed by Fowler (1979) that focuses on Halliday's Systemic Functional namely textual and ideational function. The data source are in the form of the text speech that performed by Joko Widodo in the International Speech at the World Economic ASEAN 2018. The researcher downloaded the data from YouTube in the form of video then transcribed it into the written form. The researcher chooses the data, formulate and take a note based on the aim of the study. The researcher uses Norman Fairclough theory to analyze the data. Based on Halliday's metafunction, the writer only analyzes based on textual and social practice analyze. The results can be emphasizing that using grammar; it can reveal speaker's purpose and help in describing argumentative phases in the speech text. On this way, Joko Widodo can build self-image by deliver his industrial program and opinion through appropriate word choice by delivering his industrial program and opinion through appropriate word choice.

Keywords: *Critical linguistics, Systemic Functional, textual and social practice*

1. Introduction

In the society, people use codes to communicate with others or to convey their thoughts. As a means of communication, codes here are in the form of language. In commencing the communication, people tend to use codes as the channel which is known as language. Generally, it can be used in two ways, namely direct and indirect communication. Direct means the communication process conducted face to face without mediator. In other words, it is known as spoken language. While, indirect is the communication process that requires mediator that functions as a communication medium. It also called writing language where people tend to communicate through particular device. The existence of direct and indirect phenomena in discourse is called public speaking. In the matter of public speaking it is useful to convey some thought or message. It also useful to convey some ideology that adopted by the speaker to the audience.

In public speaking, people who speak are called public speaker. It is the profession where people use speaking activity to carry their own work, such as: orator, presenter, and a leader in a community no matter how small the community. As an orator, it is compulsory to master speaking technique because it is important to deliver information in explaining, describing, and influencing, especially when speak in the form of the speech. In the linguistics terms, the use of word, sentence order, and the forms of the sentence in speech are viewed as expression of ideology (Fowler, 2009:149). The expressions are just a way in forming general opinion, about what we want to say. The language use itself is not impartial because it brings effect on a particular ideology. Thus, to develop the ideology, Van Dijk (2006: 743) states that several strategies which is called ideological suare which consists of: emphasize our good things, emphasize their bad things, and vice versa which is de-emphasize our bad things, and de-emphasize their good things.

Furthermore, speech is a part of public speaking activity. It can be used to create reality, self-image, and the opinion of public and new meaning in certain experience. In the formal talk, speech usually accomplished by the leader to state the opinion, to offer an impression about something that can and cannot be debated. As a part of public speaking, speech has several functions. One of them serves as persuasive strategy. As persuasive strategy, speech aims to attract attention, influence, or persuade listeners in order to make them confident and willing to take action even in accordance with the purpose of the speech. The content of persuasive speech must be based on reasonable argumentation, logic, and accountable. The persuasive speech tends to invite and encourage the community to do things that are beneficial to life.

As a developing country, the use of language in speech is very important especially when delivering speech at the international level. It is become a great tool to get international support from the other country primarily from development country. This is even more encouraging when a country leader dares to speak the truth about the about the economy problems faced at this time. Thus, it happens when the seventh President of Indonesia Joko Widodo deliver his speech at the International Speech at the World Economic ASEAN 2018, in Hanoi, Vietnam. In

the middle of the speech, Joko Widodo relates the economy conditions with the box office movie, *The Avenger: Infinity War*. Through the speech, he states that developing countries in ASEAN are just like the Avenger which ready to fight economy policies from developed country which are biased.

In the international speech by Indonesian President, language proficiency showed quite a few aspects. One of the aspects is grammar which described the ways of the words linked. The choice sentence formation and word choice in the speech conducted by Joko Widodo are strongly indicate the delivery of the meaning. Furthermore, in the process of sentence formations, the researchers use language style to analyze them. The language style is also used into consideration in the sentence formation process. It can add meaning into the speech. In other words, it also can assert a common nature an idea. Thus, through grammar, word selection and using Indonesian language as a medium of the speech, Joko Widodo tries to perform his own self-image as leader. Based on the explanation, the researcher is interested to analyze the content of the speech. In this paper, the researcher will examine the grammar that used by President Joko Widodo in public speaking related with self-image building.

Therefore, there are several studies related to this research articles which adopted word choices in order to deliver thoughts and ideology towards the audiences or the readers. The word choices play an important role in order to lead public opinion towards what have been heard or read. One of the studies were written by Fauzan (2014:211) entitled "A CDA of the Ideology of Indonesian TV One News Report". This research paper talks about news report which made by TV One about the mudflow tragedy that happened in Sidoarjo. With the utilizing of word choice, TV One News believe that it may intentionally lead the public opinion to believe that the mud tragedy happens because of natural disaster. The government and PT Lapindo managed by Aburizal Bakrie have nothing to do with the tragedy. Through the study using the Fairclough's CDA model, the researcher founds that through word choice TV One do not only provide information about the mud tragedy but also develops several ideologies. The ideologies that have been developed are (1) The mudflow happens because natural disaster, (2) It is caused by the earthquake that happens in Yogyakarta, not by human error which is PT Lapindo itself, (3) PT Lapindo and Government will be responsible for the tragedy, (4) Confiscation will be given to the mudflow victims, (5) the victims will hold a prayer to remember the tragedy, and (6) PT Lapindo handling the responsibility to put an end to the mudflow Lapindo.

The other study is conducted by Lemmouh (2017:217) entitled A Critical Linguistic analysis of the representation of Muslims in The New York Times. The article analyzes the features of lexical and syntactic which directly contribute to the stereotyped image in the newspapers. It also relating to the Muslims which is reportedly by The New York Times. The research used the analysis model of Critical Linguistics (CL) and Corpus Semantics (CS) to analyze the data. After analyze them, the writer comes to the conclusion that grammatical features play an important role in examining which works together to the stereotyped image of Muslims. In the lexical categorization, it is shows that the majority of the words indicate a non-neutral representation of

Muslims. It can be seen from the choice of words in the New York Times. Moreover, it can be seen in syntactic choices where Muslims are put in subject position in transitive active clause.

Fauzan (2014:71), wrote an article entitled "A CDA of the Ideology of Indonesian MetroTV News Report". The article seeks to analyze the ideology of the news text that produced by MetroTV. The researcher employed qualitative descriptive study using the Fairclough's CDA model. In this study, the writer found out that MetroTV not only provide information about main events in Indonesia, but also develops six ideologies. The ideologies are (1) the mudflow that happens is not a natural disaster, (2) the cause of the tragedy because of human error, (3) PT Lapindo should be responsible relate to the tragedy, (4) there are huge impact on environment because of the tragedy, (5) the mudflow victims demonstrate over PT Lapindo, (6) PT Lapindo is not cooperate to the compensation related to the mudflow.

2. Theoretical Review

2.1 The Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is an investigation conducted by analyzing examples of language use in communicative events (Jorgensen & Philips, 2002). Every communicative event function as a system in social practice through its relationship by discourse order. According to Abuzahra and Salahat, the purpose of CDA is to analyze the structural relationship between dominance, discrimination, power and control which is manifested in the language (2018: 118). In CDA, there are two things that need to be considered, namely communicative events and discourse order (Fairclough, 1995). Communicative events are related to the use of language in newspaper, articles, films, videos, interviews, or political speeches. While, discourse order is related to the type of discourse used in institution or social field. Furthermore, the discourse order also includes the order of media, so the medium used in reproducing the discourse need to be emphasized. Later, Fauzan (2013) added that according to the notion of critical discourse analysis, the text is not value-free. Not neutral language which carries a specific message usually influenced by the person who create or write the text.

According to Richardson, CDA denote as theory that can be used to analyze personality and society use the language (2007). As an analyst in CDA, they tend to focus on relationship between discourses, power, dominance and social inequality, thus how the discourses reproduce and maintain the relationship between supremacy and disparity (Van Dijk, 1993: 249). It is considered as a useful tool for both in composition research and composition teaching. As researcher, CDA provides significant analysis tools where can be used in the editorial reading, advertisement, or in another public text. In addition, CDA also can be used in the activity called undergraduate writing when the researchers are obligatory to analyze the text in the critical way. The typical examples include news, editorial, advertisement, political campaign literature and letters about fundraising.

As the major process of CDA and in relation with the language process, it can be used to analyze discourse practice shown in the text whether it is spoken or written discourse. This

approach can be done through theoretical and linguistics methodology. As the part of Systemic Functional Linguistics (SFL) that day, it is the methods where the text can be analyze in terms of linguistics. Using SFL can be the ways in understanding the function of the language and word choice. The use grammar is not only can be seen in the form of sentence, but also can be seen through meaning denoted based on the context of the language itself. (Young & Fitzgerald, 2006).

Thus, Fowler (1979) claims that with the connection of SFL and ideology can be mediated linguistically when discourse analysis interoperates the concepts of SFL and CDA. The aspects that can be seen when they are interoperates are ideational grammar of transitivity, textual function (research alteration), nominalization, passivation, and lexical patterns. In addition, it can be said that text acts as an instrument that control human behavior. Lingual units of texts can be seen through sentences. The expression of ideology in the text can be seen through syntactical construction analysis (Kusumawati; 2011:3). Through syntactical construction analysis, two aspects will appear; nominalization and passive voice. Nominalization is a type of word formation. It is a transformational process that turns verbs and adjective into nouns. For example, the word "exercise" can be turned into noun so that it can be serve as the subject of the sentence. The function of nominalizations is same as nouns which serve as subjects and objects of verbs and prepositions, while, passive voice can be used when we want to focus on the action.

In the expression of speech, the words and grammar is can be well arranged to form texts for particular purpose. Grammar shows how the words built together into a clause. It also can indicate particular meaning about the user and the consequence that will happen to the listener. As on the speech tests that the researcher wants to analyze, it can be said that the speaker which is President Joko Widodo is the leader of the nation, and the texts is the message that want to deliver in front of international audience. Thus, based on the theory of Systemic Functional Linguistics, Halliday (2014) issues that as a tool that can be used to communicate, grammar involves several aspects, which is the choice of word and grammar. Moreover, the writer will analyze the speech text using Fowler's theory that consists of the three major aspects that is words choice, clause arrangement, and figure of speech.

3. Research Methodology

In this research, the writer uses critical linguistics theory which initiated by Fowler (1979) to analyze Joko Widodo's speech text. It focuses on Systemic Functional Linguistics (SFL) namely, textual function and ideational. This this research aims to describe the language rules which is grammar use and the role in forming Joko Widodo's in and Indonesia self-image at the World Economic on Asean in National Convention Center, Hanoi, Vietnam. This research entails of four phases namely, 1) data collection, 2) describe method and technique to use to analyze the data, 3) data analysis, and 4) the description of research results (findings).

The source of the data in this research is in the form of video where the writer downloaded at the You'tube on 20 December 2018. The url of the video are

<https://www.youtube.com/watch?v=CCQofO5nv9U>. After downloaded the video, the writer heard it carefully and decoded into the form of speech text. This research is based on the phenomenon of linguistic. In order to do the research, the writer observes the phenomenon first, and then chooses the speech text that wants to analyze based on the limitation of the writer itself. There are several criteria in choosing the data in form of speech. First, the consideration is based on the recent international problems, which is the economy problems that not only faced by developing country, but also afflicted developed country. Second, is because topic disparity, which functions as the meaning and language variation in the speech text itself. Third, the text is choosing based on the data in the aspect of linguistic and non-linguistic.

To analyze the data, the researcher needs to understand the speech text first. To make that happens, the researcher observes (takes a note) the use of the language. After that, the researcher underlined language use that relevant. The data classification is on the aim of the study. The researcher will observe, take a note, classify the data, and analyzing them. Thus the researcher study and take references from relevant literature in order to help analyze the data. Based on Norman Fairclough discourse framework, the analysis method are divided into three phase, namely 1) textual level which focuses on describing written and spoken discourse, 2) discourse practice level which sees the texts as an output in the production process, and as a source of the process of interpretation, 3) social practice level which have relationship between interaction and social context (Fairclough, 1989).

In this research, the researcher only uses two levels as the object of analysis which is textual and social practice. It is same as the main theory that the researcher use which is critical linguistics, that suggested by Roger Fowler. Critical linguistics in this case only focuses on the text which eventually has intercourse with the terms of self-experience. Thus, the data analysis is based on the speech of President Joko Widodo in the form of written discourse. After analyze the data, the researcher will describe the findings that based on the conceptual framework. The research findings are presented through argument and applicable example.

4. Findings and Discussions

4.1 The Word Choice

In the speech text, the accuracy words choice is important when we want to express the ideas. The mastery of choosing words can greatly affects the affects the meaning of the words and sentences. People are called proficient in the language when they are able to communicate using the right vocabularies in accordance to the rules (grammatical rules) which have been set. The word choice is divided into lexical patterns and the critical discourse perspectives.

4.1.1 Lexical Patterns

Form and meaning plays important aspects in grammar. The implementation of lexical pattern can affect the formation of the sentence. Lexical pattern can be divided into two, namely the meaning of lexical and pattern.

4.1.1.1 The Meaning of Lexical

The accuracy of word choices are affected by the meaning of lexical. Thus, based on its meaning, it can be divided into denotative and connotative meaning. According to Keraf denotative meaning can be defined as word or group of words which is directly or objectivity refer to aspects that at the outside of the language (2009). The use of denotative meaning in Critical Discourse Analysis (CDA) helps the language users in order to obtain the direct meaning.

In Joko Widodo's speech, there are numerous argumentation phases that convincing the listeners. In the speech text, there are several denotative meanings. Below are the examples of the denotative meaning.

....On April 4 of this year, i officially launch our industry 4.0 government program which we called Making Indonesia 4.0. To share with you, several of my views on industrial revolution 4.0. First, i believe that this 4th industrial revolution will create more jobs than its destroy, not only in long term but even in the short term. Second, i believe that this fourth industrial revolution will not increase in the term of inequality, but instead will reduce inequality because one important aspect of industry 4.0 is dramatic cost reductions for many products and services which will make those products and services cheaper and more accessible to lower income people. Third, i believe that ASEAN including Indonesia will in the front of the 4th industrial revolution. During the ASIAN games, we already show the test of a sub-driving minibus shuttle operating on a trial 5G network. But first, we must prevent the trade wars from becoming the infinity war..

Based on the data above, the President presenting his economy program which is believe can overcome the problems faced by the country regionally and internationally. The name of the program is "Making Indonesia 4.0. Denotatively, the President gives explanations about the advantages of the program which can create the jobs opportunity in the future. In addition, there are two additions of important characteristics which make the program valuable. It is believe that with the program, in the term of inequality will be reduced significantly, and Indonesia will be in the front line based on industrial revolution at the ASEAN level. From the data above, the choice of the words in the narration have the meaning of denotative, where all of them could be interpret.

Then, connotative related to the positive impression. Moreover it also embody speaker's tone. Keraf pointed out that connotative meaning can be added into denotative meaning, thus it symbolize speakers' tone or emotions (2009). In connotative meaning, the tone symbolizes several characteristics. The characteristics are the agree or disagree, polite or impolite, negative or positive, please or unpleased, in order to affect the listeners positively and emotionally. Below are the sentence that have positive connotation word.

..... The reality is the resources available to humanity are not finite but infinite. Our resources are not limited, but unlimited. First, all around us we see technological progress creating even greater efficiencies.

..... Second, as our economics developed they are driven increasingly not by not by natural resources which are limited, but by human talent which is unlimited.

The words *infinite*, *greater*, and *development* have positive connotation meanings. Thus, based on the function of words in the speech text, the words *infinite*, *greater*, and *development* mean *limitless*, *better*, and *advanced*. The three words underline above symbolizes the President's tone of positive connotation.

..... Thanos is inside all of us. Thanos is the misguided believe, that in order us to succeed, other must surrender. He is miss-perception that the rises of some necessarily mean the decline of others.

Words *misguided* and *miss-perception* symbolize negative connotation that illustrating *mistake* and *misunderstanding*. Thus, the words that have positive connotation such as *infinite*, *greater* and *advanced* give positive impression *limitless*, *better*, and *advanced*, so they are appropriate as reference to the resources that infinite and unlimited. While the words that have negative connotation such as *misguided* and *miss-perception* give negative impression on showing *mistake*, *error*, *fault*, and *misunderstand*, so they are appropriate as reference to the fundamental mistaken perception about resources that limited and finite.

The choice of proper choice of words in denotative and connotative meaning are very important in the realm of communication and conveying the codes (messages & thoughts). The correct choice of words is related to the good language proficiency. In relation with the previous explanation, the words choice in Joko Widodo's speech text is well chosen.

4.1.1.2 Lexical Structure

In lexical structure, the aspects such as synonym, hyponym and antonym are very important. These three aspects can be used for the semantic relations in the Joko Widodo's speech text. They are as follow:

a. Synonym

Synonym originates from *syn* which is *same* and *onoma* that is *name*. Keraf stated that synonym is the word that has same meanings (2009). Despite of having several identical meaning, it helps the hearers to understand the explanation. Moreover, synonym can improve the vocabularies understanding. Generally, it can be said that in the sentence, each word is related to each other, and have synonym of each other. Based on the speech text that have been read by President Joko Widodo there are synonyms in a sentence. Below are the examples of synonym words that used in a sentence of speech text.

....But, there is a fundamental mistake in his underlying assumption. Thanos believes that the resources of the planet are limited and finite.

Technological progress and increasing efficiency are giving us the ability to stretch out resources further than ever before.

The words *limited* and *finite* have similar meaning. So as the words *progress* and *increasing*. The similarities or the synonym is used in one sentence. The words that have similarities in one sentence act as assertion where the resources is limited and the technological development, the efficiency to stretch out the resources will be developed.

b. Hyponym

Hyponym can be defined as general or explicit relations between more than two words. Keraf pointed out that the specific word is called hyponym (2009). In the speech text that performed by the President, there are specific hyponyms that refers or related to the context. Below is the example of hyponym.

.... Second, I believe that this fourth industrial revolution will not increase in the term of inequality, but instead will reduce inequality because one important aspect of industry 4.0 is dramatic cost reductions for many products and services which will make those products and services cheaper and more accessible to lower income people.

Based on the example above, it can be said that in hyponym, that functions as words are related each other based on the assured context. This characteristic will make the context of the sentence exclusively as shown through the example of the data above.

Moreover, the hyponym and synonym demonstrate the complexity of word choice. Because of that, the more complex of the word choice, it shows that the level of the speaker's language proficiency is on the higher level. In addition, the word choice in the terms of the word structure and meaning can determine the purpose of the speaker. Related to the language proficiency, it can be said that the accuracy or appropriate in word choice will give a good feeling to the hearers.

4.1.2 The Aspects on Critical Linguistic Perspective

As the critical linguistics point of view, it can be said that the analysis only focuses on language aspects. Young and Fitzgerald pointed out grammar use that involve the choice of the word is not only observed from the construction of the sentence, but also can be viewed through meaning that represent based on the non-linguistics aspect (2006). Therefore, clause and word structure in sentence can be arranged from the new meaning. Fowler (1979) claims that there are several function of word choice namely classification, limitation of view, discourse, and marginalization.

4.1.2.1 Classification

Based on the speech that delivered by the President Joko Widodo, the reality that shown in the texts is based on his perspective. The choice of words facilitating listeners to understand them. Based on the factual economy and industrial situation lately. Below are the example that taken from the data that shown the which illustrates the economy and industrial situation at this time.

..... our human talent especially our young people are driving a transformational e-commerce and digital economy boom. Today, we have four "Unicorn" or started up with billion dollar valuation in Indonesia. And of course, human talent is now are so driving the fourth industrial evolution. On April 4 of this year, I officially launch our industry 4.0 government program which we called making Indonesia 4.0. To share with you, several of my views on industrial revolution 4.0....

The data above shown that the President Joko Widodo classified his industrial and economy grows based on the human talent that is limited. With the unlimited human resources, they driving the transformational e-commerce and digital economy boom. It is based on the evidence that the emergence of the fourth evolution namely industry 4.0 is because of the human talents that limitless. With the speech, the hearers will be guided to face the classification of the reality that has been showed by an Indonesian President. The successful to developed industrial revolution 4.0 is the classification that made by Joko Widodo based on the realistic and accurate in the form of fact reality.

4.1.2.2 Limitation View

The word choices used in the speech text have restricted the listener's perception that according the information that has been exposed. Thus, the word choice can affect the understanding of factual reality. In this speech text, the listeners are directed to the speaker's thought. In the Joko Widodo's speech, there are realities that can be exposed through the word choose where limit the listeners perception. Below are the examples containing the words choice as they limit the listener's perception.

..... Ladies and gentleman, Thanos is not any individual person. Sorry to disappoint you. Thanos is inside all of us. Thanos is the misguided believe, that in order us to succeed, other must surrender.

He is miss-perception that the rises of some necessarily mean the decline of others.

Based on the data, the truth or reality that presented by President is restricted based on the information that listed. The Indonesian President emphasizes "Thanos" symbolize the negative side of human behaviors which can cause trade wars. The limitations on the listener's perception are important in order to make them understand about the message that has been delivered in the form of text speech.

4.1.2.3 Discourse Battle

The international speech that has been delivered by Joko Widodo contains the argumentation phases which as a speaker, he delivers the truth about the economy and industrial situations in his country by state the facts statements and justify the truth. The factual statement and justifying the truth that stated by Joko Widodo is based on the reality that happens. The words choice symbolizes that the argumentation statements are well supported by the supporting sentences or the idea. The example can be seen through the data below.

Speech Text	Details
<i>... First, all around us we see technological progress creating even greater efficiencies. Technological progress and increasing efficiency are giving us the ability to stretch out resources further than ever before.</i>	Argumentation
<i>..... Scientific researches clearly show that all of our economics are getting lighter. There is less and less physical width and physical volume to each of our economics.</i>	Supporting Sentence
<i>.... Large and heavy coal fires of power plants are being replaced by thin and light solar panel and wind turbine.</i>	Supporting Sentence

The argumentation above focuses based on the facts that the technological progress made a large impact in the industrial state. It also affect the economy conditions where allow the human to stretch out the resources further than ever before. With the resources using technology development, making human easier to cultivate optimally.

Based on the examples of the datum above, the reality that shown in the argumentation is well arranged. This makes it easier for the listeners to understand the argumentation that have been delivered. Thus, the argumentation is arranged to persuade the listeners about the truth, where with the development of technology, human can cultivate the resources optimally without harms other parties. This can be called as discourse battle, where the hearers can compare the earlier information the knowledge. Because of that, it can be said that the better factual statement and justifying the truth, will make previous discourse weaker, where can be convinced as the truth.

4.1.2.4 Marginalization

Roger Fowler stated out that the words choice in forming sentences or propositions have certain meaning (1981). It is not impartial, in the form of public opinion. During the oration, Joko Widodo acts as main actors, which explain economy situation, resources, and his industrial program namely making Indonesia 4.0. There is no expulsion on the other side. However, there is omission for another actor in solving the economy or trading war. At the word choice, there is analysis when actors involved. There will be several aspects that can be analyzed namely, the subject and object of happening. The subject analysis is related to the words arrangement. It only deals with the purpose. The analysis is not only related to the ways of the words being arranged, but also on the ways of purpose being presented. Below is the example of omission of another actor. With the example from the data, it is only an actor in the way to solve the economy condition.

On April 4 of this year, i officially launch our industry 4.0 government program which we called making Indonesia 4.0. To share with you, several of my views on industrial revolution 4.0. First, i believe that this 4th industrial revolution will create more jobs than its destroy, not only in long term but even in the short term. Second, i believe that this fourth industrial revolution will not increase in the term of inequality, but instead will reduce inequality because one important aspect of industry 4.0 is dramatic cost reductions for many products and services which will make those products and services cheaper and more accessible to lower income people. Third, i believe that ASEAN including Indonesia will in the front of the 4th industrial revolution.

From the data above, it has been stated that Indonesian Government ruled by president successfully launch “Making Indonesia 4.0”. The other actors who indirectly help the process of 4.0 government program are not stated. Indirectly, it can be seen that only the President who successfully solve the economy condition by offering the government program as solution.

As critical linguistics, the word choice affecting the meaning and insight that accepted by the hearers. The aspects are classification, view limitation, discourse battle, and marginalization. These aspects showed that President have expertise in word choice in order to express his view on trade war and resolve the current economy problems. Thus, this can be a proof that linguistic units such as words in speaking can be arranged well by several purposes. It also brings effect when the hearers hear or read the text.

4.1.3 Clause

Clause can be organized into several aspects. In the clause there are omitting, adding, and combined with other clauses. Thus, Fowler pointed out that the change on the sentence structure can change whole meaning (1986: 151). Thus, the change arrangement in the clause that based on the critical can be divided into two; nominalization, and passivation. Below are the details and example of the data for each of those patterns.

4.1.3.1 Nominalization

Nominalization is the process where verb can be changed into noun. There are possibilities that are no subjects and objects in the sentences. Noun does not need subject. Below are the data that have nominalization.

.... rest assured, i and my fellow avengers, ready to prevent Thanos from wiping out half the world population.

The data underlined above shows that there are nominalization process. Nominal phrases have its own functions which act as object in the sentence. In this procedure, the speaker emphasizes the verb and changes them into noun. Thus, process this lowering process happens on subject “I and my fellow avengers” and verb “ready to prevent”.

4.1.3.2 Passivization

Passivization is the process in altering active voice into passive. In passivization, it can be said that the subject of the sentence will follow verb and the objects in the beginning of the sentence. This way of change makes hearer focus more at the beginning of the sentence. It raises focus and changes the sense of the sentences. The example passivization can be seen through data below.

...As our economics developed they are driven increasingly not by not by natural resources which are limited, but by human talent which is unlimited.

The data focuses on describing the event. The sentence has focus more on the object of the sentence, thus, can be changed into passive voice.

4.1.4 Figure of Speech

According to grammar rule, the figure of speech can be used to communicate beyond the representations. Proficiency in adjusting listener's emotion through speech events demonstrates the proficiency in the term of language. Keraf (2009) pointed out that the speech expression can exposed speaker's characteristics. Thus, McCrimmon (1963) claims that in the metaphor, personification, and synecdoche can be found in the sentence.

4.1.4.1 Metaphor

Metaphor is a direct contrast of the one concept with others. It also entitled as the transfer of meaning between the words that referred with another. Thus, the data that have metaphor can be seen below.

Today, we have four "Unicorn" or started up with billion dollar valuation in Indonesia.

The phrase "four unicorn" transfer the meaning to the concept "or started up with billion dollar valuation in Indonesia". Those concept exchanges into a "four Unicorn" to describe the economy strength in Indonesia. In the other words, the word "Unicorn" implicitly describe that Indonesia Government that have million dollars on the economics strength.

4.1.4.2 Synecdoche

As cited by Keraf (2009), pointed out that synecdoche as speech characters that use something to describe the whole parts. Moreover it can be used to describe the entire part in order to expose a part of it. Below is the example of datum in the data.

Second, as our economics developed they are driven increasingly not by natural resources which are limited, but by human talent which is unlimited.

The underlined datum above has the meaning deviation synecdoche. The deviation is the use a part of something to describe the whole. Thus, the underline sentence above shows that the part of something "economics developed" to describe the whole "not by natural resources which are limited, but by human talent which is unlimited".

4.2 Interpretation

Interpretation is one of the practices in discourse analysis. It consists of the analysis on the relationship between the text and discourse practice (Fauzan, 2014:223). Thus, based on the point before, it can be said that it is the relationship between the speech text which is conveyed by the speaker to the audience which are listeners. Furthermore, Fairclough (1989:141) argues that the interpretation aspect can be used to interpret the text using all the interpretation sources to produce an interpretation. It is believe that the interpretation process in an essential process in interpreting the text and context. The interpretation text included phonology, vocabulary, grammar, semantics, pragmatics, and schemata. Thus, the interpretation of context including situation and intertextuality (Fauzan, 2014:223). In this research, the researcher will interpret the relationship between the Joko Widodo's speech text and the context through the knowledge of language and linguistic situation.

4.2.1 World Economic ASEAN 2018 and Indonesian President Joko Widodo

The World Economic Forum on ASEAN 2018 was held in Hanoi, between 11-13 September 2018. In this forum, the Indonesian President, Joko Widodo delivered his speech about the current economic conditions which happens not only in ASEAN but around the world. The forum was held in National Convention Center (NCC), Hanoi, Vietnam. In the speech, the president explained about Industrial 4.0.

4.2.3 The Current Economic Conditions

In the World Economic forum, Joko Widodo delivered the speech about the current economy conditions faced by the world. He stated that the current economy is like Box Office film: Infinity War where the trade wars will be erupted. If the trade wars are not resolved it is believed will wipe half of the world population. In his speech, the President also explained that there are huge resources which are unlimited. When it is well-managed, it is believe that will resolve the trade wars. He also stated that, with the unlimited resources (human talent) the event such as Asian Games and Asian Para Games can be hosted successfully. In addition, the President also stated that the Indonesian economics developed because of driven increasingly not only by natural resources which limited but also derived by human talent which unlimited.

Then, in the forum, the President launched his industrial revolution program namely Indonesia 4.0. With this program, it is believe can create many job opportunities, reduce inequality, and make Indonesia in the front in the terms of 4th industrial revolution compared to another country in ASEAN. Before closing his speech, he stated that it is important to prevent trade wars from become infinity war. He also stated that Thanos is not an individual person as thought by other people.

4.2.4 The Result of Interpretation

In this level, the interpretation can be conducted in the four parts, namely: what's going on, who's involved, what relationship and what is the role of language (Fauzan, 2014:225). The interpretation result of the President Joko Widodo's speech text is as follows.

4.2.4.1 What's going on

The current economic in the world face the crisis and heading toward infinity war. It is believe the world economy will head to the great depression of the 1930' if Thanos is not prevented. To elude the great depression, preventive measures must be taken immediately. Each country must put aside their ego because Thanos is not individual person but is a part of human selfishness where if not controlled can cause trade wars until causing destruction for human and even the world.

4.2.4.2 Who's involved

In this part, it is human and country who will be involved in the trade wars. It is interesting because in the speech Joko Widodo stated that Thanos is not an individual person who can trigger the trade war but human selfishness itself. Human selfishness here can be ordinary people or the countrymen which wants to dominate the limited resources resulting a trade war. Because of that, in the end of the speech, Joko Widodo urges all the audience (high officials) from various countries in who attend the forum to form partnership in order to produce infinite resources rather than infinite wars (trade war).

4.2.4.3 What is the role of the language

The word choice is crucial for the self-image. With the use of right word choice, it can make the audience (high officials) understand and choose to follow the messages contained in the speech text in order to prevent trading war and prevent someone becoming Thanos.

4.2.5 Explanation

Explanation is the analysis of the practice of social-cultural. It analyzes the relationship between discourse and the practice of social context. Explanation aims to find an explanation for the interpretation of the description stage and description stage (Fauzan, 2014:226). In this level, the researcher will analyze and explain the relationship that occurs between text, the complexity of discourse in practice, and the process of social change. In addition Fauzan (2014:226) states that, the sociocultural conditions will be divided into three sections, namely: 1) Situational, unique situation when the text is created. 2) Institutional, where the influence of institutional happens when the text was produced. 3) Social, as the macro things in the society. Fairclough (1989:163) argues that *The objective of the stage of explanation is to portray a discourse as part of social process, as a social practice, showing how it is determined by social structures, and what reproductive effects discourse can cumulatively have on those structures, sustaining them or changing them.*

Thus, the results of the explanation are as follow.

a. Situational change process

The ASEAN and even global current economy problems is a serious problem and should be addressed immediately. This is because the current economy problems and

limited natural resources can cause infinite trading war between countries or region. This causes individual person appears until causes never ending trading wars which causing harm to all parties.

b. Institutional change process.

Limited natural resources will lead to the selfishness. It is occurs whether in individual person or within the institution or country itself. Because of limited natural resources, the nation or country can become selfishness, trying to monopolize the natural resources resulting the occurrence of trading war. This can lead to the destruction of the country.

c. Social change process

According to the Fairclough (1989), a discourse is not only influenced by social or community but also affected the community itself. Based on the explanation, it can be said that with Joko Widodo's speech it can create positive behavior between delegacies from each country to learn from the history of great depression in 1930 and start to collaborate in the economy aspects in order to produce infinite resources, not infinity war.

5. Conclusion

In short, the use of grammar on the word choice, the arrangement of clause and figure of speech plays an important part to analyze the speech text. It can expose the meaning of the sentences, based on the effect to the listeners. Using these aspects the words that linked can deliver specific meaning. It can be seen that by the word choice and sentence formation in speech that conducted by Joko Widodo have strongly influenced the meaning conveyed. In the speech text, the grammar that used in public speaking has built his own self-image by deliver his industrial program and opinion through appropriate word choice. This is because; the word choice in the text has described what is going on in today's economy condition. Using imagery "Thanos" to describe economy condition nowadays is something good because it can make people aware of working together to develop better economy condition whether in the ASEAN region or around the world.

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