CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Persuading is something that often happens in our daily life. Normally, people like persuading other people. We cannot specify what the purpose of the persuading is, but people must do it with their own goals. There must be one kind of goal that comes from persuading to make the people who are persuaded do what the persuader wants.

Every person uses their own way of persuading and every person also understands what is being persuaded with their own way of thinking too. One persuasion can make a lot of interpretations and it depends on the person who is being persuaded too. Thus, it is necessary for people to be more critical about what is being persuaded to them to prevent any wrong interpretation.

There are many kinds of strategies to persuade people. It depends on the condition, the listener and also the status of the person. Speech is an effective way to persuade people; especially if the speech is given by an important person. Yet,

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it is normal that sometimes the message of the persuasion is implicitly conveyed in a speech.

Looking at this phenomenon, I am interested in analyzing the way people persuade others, especially when they are using a speech. I am trying to find out what is implicitly recorded inside and what the speaker wants.

In politics and society, image is a substantial point for the citizen to consider their choices. A good image can bring the politician to the glory, while a bad image on their opponent can bring their rival down. We can see that these good and bad images were built in their speeches.

In Linguistics, we can analyze this in Discourse Analysis. Discourse has more global meanings than just the meaning of words and sentences. Topics represent the gist or the most important information of a discourse. In discourse we learn about the emphasis on the good things of the self and the bad things of the other, and the de-emphasizing of the self's bad things and the other's good things. (van Dijk 45)

In this thesis I would like to analyze Susilo Bambang Yudhoyono's speech. The speech was actually delivered in Bahasa Indonesia, but *The Jakarta Globe* gave the transcription in English, so their readers who mainly use English can understand the content of the speech. *The Jakarta Globe* is an English-language newspaper which is published six days a week. It was founded in November 2008. ("The Jakarta Globe")

The speech was delivered by the President of the Republic of Indonesia, Susilo Bambang Yudhoyono in Jakarta on 17th July 2009. Susilo Bambang

Yudhoyono gave a speech about the bombings that happened on that date as a condolence to the bombing victims and all Indonesian people.

I decide to analyze the micro level analysis based on van Dijk's theory, rather than do the whole Critical Discourse Analysis. In this way I can focus more only on the micro level analysis to produce a much deeper analysis. In the micro level analysis, I only choose to analyze the representation of the positive self of Susilo Bambang Yudhoyono because of the word limitation.

I am interested in knowing how Susilo Bambang Yudhoyono represented himself in the moment when he delivered the speech. At that time, the pair of candidates, Susilo Bambang Yudhoyono and Boediono is the current leaders in number of voters. They led dominantly but there was still a possibility that another pair of candidates could join them in the second round of the election if the couple could not reach the minimum percentage. The other pairs of candidates were Megawati Soekarnoputri with Prabowo Subianto and Jusuf Kalla with Wiranto.

I am curious to find out whether Susilo Bambang Yudhoyono used the speech merely for expressing his condolences or actually using it for building a positive self-presentation about himself. Susilo Bambang Yudhoyono might not want to take any risk if the second round of the presidential election must proceed.

I believe the topic is significant because through reading a text analysis, readers can sharpen their critical way of thinking, not only for an academic interest but also for daily life. It is also beneficial for students of the English Department. They can get a deeper understanding of a speech that is analyzed

using van Dijk's theory, especially for those who take a concentration on discourse analysis.

(722 words)

1.2 Statement of the Problem

In this thesis, I would like to discuss the following problems:

1. Based on the macrostructure analysis, how do the global topics of the speech show the positive self-presentation of Susilo Bambang Yudhoyono?

2. Based on the microstructure analysis, how does lexicon help reveal the representation of Susilo Bambang Yudhoyono?

3. Based on the superstructure analysis, how is the information of the representation of Susilo Bambang Yudhoyono organized in the speech?

1.3 Purpose of the Study

The purposes of this analysis are as follows:

1. To find out how the global topics of the speech show the positive self-presentation of Susilo Bambang Yudhoyono based on the macrostructure analysis.

2. To find out how lexicon helps reveal the representation of Susilo Bambang Yudhoyono based on the microstructure analysis.

3. To find out how the information of the representation of Susilo Bambang Yudhoyono is organized in the speech based on the superstructure analysis.

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1.4   Method of Research

First, I searched for a speech that would be the object of my research. I also browsed some information which was related to the speech. After that, I read some theories about Discourse Analysis. Next, I started the analysis. Finally, I wrote the research report.

1.5   Organization of the thesis

The thesis is divided into four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two contains the Theoretical Framework. Chapter Three is the analysis of the data. The last chapter, Chapter Four, is the conclusion of all the analysis. I put the Bibliography and Appendix at the end of my thesis.