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## JOKOWI'S SPEECH ON THE 78<sup>TH</sup> INDONESIAN INDEPENDENCE DAY: A CRITICAL DISCOURSE ANALYSIS

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### **Abstract:**

*This study aims to analyze Jokowi's speech on the 78th Indonesian Independence Day using the critical discourse analysis model developed by Norman Fairclough. A qualitative research design was employed in the conduct of this study. The data for this study were comprised of Jokowi's speech on 78th Indonesia Independence Day. The analysis of Jokowi's Independence Day speech employs linguistic choices, including pronouns for authority and community-building.. Discourse markers, English loanwords, and repetition enhance coherence and emphasis. Figurative language engages the audience emotionally and imaginatively. The discourse practice analysis reveals the speech's strategic delivery during a pivotal national event, emphasizing leadership, unity, economic growth, social development, and civil discourse. The social analysis uncovers insights into Indonesia's priorities through the inclusion of local culture, the political context, and the promotion of economic diversification and cultural heritage preservation. Jokowi deftly balances his authority as president with the importance of unity and public trust..*

**Keywords:** *critical discourse analysis, linguistic choices, social-political perspective*

### **The Background of The Study**

Language can serve a variety of purposes depending on the needs of the individual, including self-expression, communication, organization, social control, and adaptability to social integration in a given setting or situation. (Gorys Keraf, 1997). Additionally, There are many situations in which language is used, and speaking or writing among government officials is just one example. Government officials in positions of power have the power to influence events locally, nationally, and internationally in order to further the objectives of their respective governments. (Novelly & Agustina, 2021)

Presidents as government officials have a moment to use language to communicate well in public, especially during the Independence Day ceremony. On Indonesia's Independence Day, the president typically delivers a speech, which is a significant and looked-forward-to event. Speech is the act of orally presenting concepts to large groups of people in a variety of contexts while utilizing appropriate reasoning and non-linguistic elements. (Nst & Setia, 2022) To make speech means to produce language or discourse which can be interpreted by listeners. In the study of language,



Discourse is a term used frequently in linguistics research to describe speech patterns, dialect usage, and socially acceptable statements. (Sipra & Rashid, 2013). The speech serves as a crucial medium for reflecting the vision, mission, and course of governmental policy as well as a means of communication between the head of state and his subjects.

Analysis is the process of breaking something in order to evaluate it. The linguistics study of related writing and speech is known as discourse analysis. (Sipra & Rashid, 2013). Discourse analysis in this study focuses on the text of Mr. Jokowi's speech, which was delivered on the 78th Indonesian Independence Day. Besides that, Mr. Jokowi, as president, must also be viewed as a ruler who has his own power and ideology. This is in line with what (Fairclough, 2013) says Critical Discourse Analysis (CDA) is a branch of research that examines discourse to identify hidden meaning and connections between discourse, ideology, and power. Additionally, CDA analysts adopt an outside position with their research and their goal of exposing the social and political inequality in order to change it with social justice and equality for all segments of society in both the political and economic. (Van Dijk, 1989). According to Fairclough's (2013) three phrase models each phase is linked to other in discourse analysis i.e., textual, interpretational, and social levels that need an entirely different way of analysis but they are interrelated to one another. Fairclough's three-dimensional framework for text and discourse analysis, they are the linguistic description of the text's formal qualities, the interpretation of the relationship between the text and discursive processes or interactions, and the explanation of the relationship between discourse and social and cultural reality comprise. Fairclough's three-dimensional framework for text and discourse analysis. (Amoussou & Allagbe, 2018)

This study aims to analyse President Joko Widodo's (Jokowi) speech on the 78th Indonesian Independence Day using Norman Fairclough's critical discourse analysis model. In this context, the study will focus on identifying the language elements and discourse structures used by Jokowi in his speeches, to see the way in which Jokowi's ideology is represented in the speech's linguistic choices. Thus, this research will open a window to understand the narrative of independence promoted by the government and how it is related to the political, social and cultural discourses that influence Indonesian society.



This study's relevance can be viewed from a variety of perspectives. First, this research can offer more in-depth understandings of the political policies supported by the government and how the independence narrative functions as a tool to accomplish these objectives. Second, this study can raise people's critical awareness of political language and rhetoric in the context of a society that is becoming more open to information and diverse viewpoints. People will be able to assess political communication more accurately and comprehend how proposed policies may be affected.

This study has relevance within to the fields of language, politics, and national identity studies. We can provide important answers about the political use of language and the linguistic construction of national identity and ideology by examining the independence speech through a critical discourse analysis. The findings of this study are anticipated to contribute significantly to our understanding of the dynamics of political communication and its impact on Indonesian society and the state. Thus, this study fills a knowledge gap in understanding language in Indonesia's changing political context.

## **METHODOLOGY**

This study employed a qualitative research design. The data for this study were analyzed using a descriptive qualitative method by Norman Fairclough's Critical Discourse Analysis (CDA) approach. Regarding CDA, the Fairclough provides a three-dimensional framework for the analysis of the discourse surrounding the speech and the text. This framework includes an explanation of the relationship between discourse and social and cultural reality, an interpretation of the relationship between the text and discursive processes or interactions, and a linguistic description of the formal properties of the text. (Bouvier & Machin, 2018); (Jacobs & Tschötschel, 2019) The source of data and data for this study comprised of Jokowi's Speech on 78<sup>th</sup> Indonesia Independence Day that was retrieved from internet source i.e. Google. <https://jeo.kompas.com/naskah-lengkap-pidato-kenegaraan-presiden-joko-widodo-tahun-2023> (Wednesday, 16<sup>th</sup> of Agust 2023 | 16:56 WIB)



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## RESULTS AND DISCUSSIONS

### Textual Analysis

The study of language used in a specific text or discourse is known as textual analysis. It seeks to identify the coherence, semantics, and morphology components of a given text. Although the duration of the State of the Nation Address was the shortest since 2015 delivered by Jokowi, Jokowi's speech on the 78th Indonesian Independence Day comprises approximately 1976 words. The text can contextually cover many areas such as politics, cultural pollution, Golden Indonesia 2045, international trust, natural resources, hilirisasi (downstreaming), income, leaders, public trust, and appreciation of the performance of various state institutions.

The lexical choices used are quite varied. The speech opens with an introduction that provides background information by noting Indonesia's present political situation. The opening sentences are declarative, focusing on the political situation. He uses quotations like "Indonesia saat ini punya peluang besar untuk meraih Indonesia Emas di 2045." To underline the idea of grabbing the opportunity for economic progress. He uses acronyms like "KIP Kuliah" and "PKH" to refer to certain government projects and initiatives. He engages the audience and gets them to consider the difficulties and opportunities facing Indonesia by using rhetorical questions. "Memang ndak bisa," for instance. Sama seperti jalan tol ndak bisa dimakan, ya memang."

He used the first-person pronoun "Saya" (I) 44 times throughout the text, which has the meaning of emphasizing himself, showing his existence as a person who has the capacity to deliver his speech in front of the audience. This is a common strategy in political speeches to establish authority and accountability. The first-person plural pronoun "we" is used in the opening and body of the speech. The first-person plural pronoun "we" shows that the speaker also involves the listener or audience in front of him. This is to show that the speaker/speaker and the audience are from the same community, so they are listeners from the same community, so they have similarities. Other pronouns here refer to the use of words that refer to certain objects. In this speech, the words Indonesia, sebangsa dan setanah air are used to show that there are parties that also include the speaker and the listener.



Before starting the speech, President Joko Widodo will usually greet the audience. President Jokowi gives formal greetings that have been cultivated in Indonesia in a variety of ways and in religious terms. It shows that the audience comes from various groups but is united in the same community. and then the president also gives greetings to certain parties' heads of state, such as vice presidents, chairmen, and vice chairmen of the MPR, DPR, and DPD, the fifth president of the Indonesian Republic, as well as chairmen, ambassadors of countries, friends, and leaders of representatives of international bodies and organizations, for showing respect and appreciation.

He has widely used discourse markers, i.e., *dan, tapi, walaupun, bahkan, sehingga, karena, serta, jika, kemudian, selain itu, menurut saya, saya kira, selanjutnya, etc.*, to create coherence in his speech and grab the attention of listeners. He has also used English loanwords such as international trust, gimmick, think tank, Lowy Institute, middle power in Asia, diplomatic influence, comprehensive power, window of opportunity, sprint, and public trust to grab attention and emphasize the important thing.

His speech also appears to be well-structured and uses various rhetorical and syntactic strategies to convey his message effectively. It blends political themes, statistical data, and a call for unity with an overarching vision for Indonesia's future. Rhetorical questions are used to engage the interest of the audience and provoke thought. For example, "Kenapa dengan international trust yang tinggi?" (Why with high international trust?) is a rhetorical question designed to get people to think. The speech uses numerical data and statistics to support its points and establish credibility. For instance, statistics on human development, gender empowerment, and stunting are included.

He used repetition in his speech to emphasize certain points and create a sense of rhythm. For example, he repeats the phrase "Indonesia Emas 2045" to highlight the goal of achieving Indonesia's economic prosperity by that year.

There are a few instances of figurative language that Jokowi used in his speech. It may influence the audience's perception. He used metaphor, simile, and personification. These figures of speech are used to make the message more vivid and to appeal to the emotions and imagination of the listener. Here are some examples:



- "Indonesia saat ini punya peluang besar untuk meraih Indonesia Emas di 2045"
- The term "Indonesia Emas" (Golden Indonesia) is a metaphor for Indonesia's bright and prosperous future.
- "Bahkan walau kampanye belum mulai, foto saya banyak dipasang di mana-mana" is Simile. Comparing the widespread display of the president's photos to the early stages of a political campaign, even though it is not officially campaign season.
- "Momentum Presidensi Indonesia di G20, Keketuaan Indonesia di ASEAN" is Personification. Describing the momentum of Indonesia's leadership roles in G20 and ASEAN as if they are living entities with motion and direction.

### **Discourse Practice**

Discourse practice is the second level in Fairclough's model. This stage involves a process analysis. Researchers must ascertain how a text is produced, shared, and utilized in a social context. The speech was given in the context of 78th Indonesian Independence Day commemoration, which is an important event in the national calendar. This speech is Jokowi's way of communicating with the Indonesian people and delivering important messages in relation to Indonesia's future.

Jokowi began his speech by identifying himself as the President. This underscored his role and identity as the supreme leader of the country and Jokowi firmly establishes himself as the leader of the Indonesian Republic. He makes it clear that he does not lead a political party or belong to any coalition. In light of the upcoming elections, this affirms both his authority and the limits of his power.

The speakers' ideologies and their comprehension of the listeners' perceptions of the discourse and how it is communicated in society are also key components of this process. The words ( i.e., Pak Lurah, presiden bodoh,paten – patenan, Plonga – plonga, firaun, tidak tahu apa – apa, tolol), Spoken by Jokowi. He chooses the dictions to make clarification of allegations. He did not question it, but he was concerned about the nation's polite culture and noble character that seemed to be lost. The diction used in the speech was the occurrence of cultural pollution which was mentioned twice. It means that the speaker shows his clear belief and ideology as Indonesian, we should have polite culture and noble character to deliver our opinion, idea, or others.





The issue of leader was quite prominent in President Jokowi's speech. It can be seen from the number of frequencies of the words "President, Pak lurah and Pemimpin". The duration of the speech related to this leadership issue reached one third of the total time used. The word president was recorded to be uttered the most, namely 11 times, the word Pak lurah 6 times, and the leader 5 times. the three words were also delivered at the beginning, middle and end of the speech.

According to him, In the midst of increasingly complex policy choices, it takes courage and trust to make difficult decisions. the speaker also said, leaders must be trusted by the public because trust is one of the determining factors whether a policy can be implemented or not. Leadership is the key to delivering Indonesia to welcome and answer the challenges of change towards "Golden Indonesia 2045". He discusses leadership where Indonesia is currently entering the political year. and this year is the last year of Jokowi's term as president and whoever is elected president must be brave, consistent, and able to work.

The Golden Opportunity of 2045: Jokowi stressed the significance of taking a significant risk in order to create a Golden Indonesia in 2045, mentioning the demographic bonus and international trusts. As a result, the future of Indonesia is cast in a favourable light. Beside Leadership, "hilirisasi" (Downstream) is mentioned 8 times or the second most after the word president. This means that transferring technology that utilizes new and renewable energy sources and minimizes environmental impacts.

Jokowi's saying of wearing the traditional clothing of Tanimbar, a region in Maluku, Is a representation of Indonesia's multiculturalism and unity, within Indonesia. Jokowi's communication style in this speech is assertive and passionate. He emphasizes the importance of action, courage, and consistency in leading and achieving development goals. These speeches are used to convey important messages that create a positive vision of Indonesia's future, including economic prosperity and social progress. This speech reflects Jokowi's political communication strategy aimed at creating a positive image of his leadership and motivating Indonesians to work together to achieve development goals.

Overall, Jokowi's speech contains intertextual references to various facets of Indonesian politics, culture, and society. It also highlights the challenges Indonesia



faces, his vision for the nation's future, and the necessity of solid leadership and inter-country cooperation.

### **Social Analysis**

Jokowi's speech on the 78th Indonesian Independence Day was subjected to a sociocultural practice analysis, which uncovered several elements and facets that reflected the sociocultural context in Indonesian society. In the analysis of the speech's sociocultural practices, the following key points should be noted: Local Language and Culture: Jokowi reflected local culture in his speech by using phrases like "Om Shanti Shanti Shanti" and "Om Namo Buddhaya." This demonstrates respect for traditional values and reflects the cultural diversity of Indonesia. This demonstrates respect for traditional values and reflects the diversity of Indonesia's cultures and religions.

Political content: Indonesia has a protracted history of democracy and political stability. The speech was given prior to the 2024 Presidential Election, indicating that politics was a major area of interest in the nation at the time.

Joko Widodo, also known as Jokowi, the president, was addressing the country to discuss the accomplishments and goals of his administration. He emphasized the initiatives of his government and the difficulties they encountered.

Economic Context: The President stressed the significance of the nation's economic growth. In order to achieve its goal of becoming an economic powerhouse by 2045, he emphasized the necessity for Indonesia to take advantage of its demographic advantage, which includes a sizable population of people who are of working age. The promotion of green industries and the downstream processing of natural resources like mining, agriculture, and fisheries were two key ways that economic diversification was stressed.

Social Context: The President spoke about the value of social development, highlighting initiatives to lessen childhood stunting, advance gender empowerment, and offer social protection programs. The speech also touched on the difficulties of maintaining civility and ethical behavior in public discourse in the era of social media. The President expressed concern about the civility of public discourse and the necessity of addressing this issue.





Cultural Context: The President's traditional Tanimbar attire from the Maluku Province, which reflects the nation's cultural diversity and emphasizes the value of preserving and celebrating cultural heritage, was worn during the speech. He emphasized the Pancasila values, which are the philosophical cornerstone of the Indonesian state and support harmony, democracy, and unity in diversity. The national identity of Indonesia is strongly influenced by this cultural setting.

International Context: Indonesia was emphasized as a middle power in Asia, with growing diplomatic influence and global trust, including its role in G20 and ASEAN. This demonstrates Indonesia's involvement in geopolitics and international relations, both of which are essential in today's globalized society. The President talked about the difficulties of upholding public trust, making unpopular decisions, and making sure that programs for social and economic development are carried out successfully. In addition, he highlighted several advantages, such as Indonesia's demographic dividend, international goodwill, and economic potential, all of which could help it become a significant player on the world stage by 2045.

The power relationship can be seen from Jokowi's speech. Power relations in the speech are formed through the language which he used. The speaker, in this case, who delivers the speech, uses the expressions I respect, and I honour. When using these expressions, the meaning is clear that the speaker is inferior to those who hear or are present.

Another fragment of speech that shows a power relationship is exemplified by the following:

*Saya presiden republik Indonesia (Jokowi's Speech)*

*Oleh sebab itu, Saya berulang kali menyampaikan (Jokowi's Speech)*

The use of the word I shows his I-ness which makes him become superior because his position as president. Positionally, it has the highest position and of course has more power than others.

The speaker who is delivering the speech in establishing his power relationship also places himself in an equal power by saying, "Kita saat ini sudah memasuki tahun politik". The word of "Kita" shows the equal power. In relation to building society to live the nation and state well. the speaker in this case who delivered the speech asked



the listeners / audience and all those present to support and work together for the people. Good relationships in social society can be seen from public trust. It influences society to attract the attention of the citizens of Indonesia to give support and to work together with the leader of Indonesia.

In conclusion, the speech addressed a variety of political, economic, and social challenges and opportunities as Indonesia prepared for a presidential election. The President emphasized the need to harness Indonesia's potential for economic growth and global influence, as well as the value of cultural diversity and civility in public discourse.

### **Discussions**

Language has many uses, such as communication, self-expression, social integration, and social control. Government officials, including the President, use language in various contexts to shape local, national, and global events. Speeches by government officials, like Jokowi, reflect their vision, mission, and government policies and play a significant role in communication.

The study uses Critical Discourse Analysis (CDA), a research branch that examines discourse to uncover hidden meanings, connections with ideology, and power dynamics. Fairclough's three-dimensional framework is applied for text and discourse analysis, which includes textual, interpretational, and social levels. The analysis focuses on Mr. Jokowi's speech text, his power, and ideology in the context of political discourse.

The study employs a qualitative research design and utilizes the Critical Discourse Analysis (CDA) approach developed by Norman Fairclough. The data source is Jokowi's speech on the 78th Indonesia Independence Day, retrieved from an internet source.

The use of pronouns, discourse markers, English loanwords, and rhetorical questions are some of the features that define the speech. It features a well-structured narrative and repetition to emphasize key points. Jokowi's speech establishes his identity as the President, emphasizes leadership, and discusses "hilirisasi" (down streaming). The discourse is assertive and goal-oriented, aiming to create a positive vision for Indonesia's future. The speech reflects the sociocultural context of Indonesia,



showcasing cultural diversity, political interests, economic perspectives, and social development. It highlights Indonesia's position in international relations and the importance of trust in leadership. The significance of presidential speeches, especially on Independence Day, as a means of reflecting the government's vision and mission while communicating with the public. It highlights the multifaceted role of language as a tool for self-expression, communication, social integration, and social control, drawing on the works of previous research. (Gorys Keraf, 1997), (Novelly & Agustina, 2021).

The passage does not explicitly mention the limitations of the study, but it prompts the consideration of potential limitations and their impact on the interpretation of the research results. Overall, the passage provides an overview of the study's scope, approach, and key findings. It demonstrates how language and discourse analysis can offer insights into political communication and its influence on society.

## **CONCLUSION**

Based on the analysis explained on the previous page, the textual analysis of President Jokowi's speech on the 78th Indonesian Independence Day revealed a comprehensive understanding of the language and rhetoric used in the discourse. The analysis highlighted various linguistic choices, including the use of pronouns to establish authority and create a sense of community. Jokowi's use of discourse markers, English loanwords, and repetition added coherence and emphasis to his speech. Additionally, the speech incorporated figurative language, such as metaphors, similes, and personification, to engage the audience's emotions and imagination. Moving to the discourse practice analysis, it was evident that the speech was strategically delivered in the context of a significant national event, the Independence Day commemoration. Jokowi's communication style was assertive and passionate, emphasizing the importance of leadership and unity in achieving development goals. The speech's focus on economic growth, social development, and the challenges of maintaining civility in public discourse reflected the sociocultural and political context of Indonesia.

The social analysis of the speech delved into the sociocultural practices surrounding the event. Jokowi's inclusion of local language and culture, the political



context of an upcoming presidential election, and the emphasis on economic diversification and social development provided insights into the nation's priorities. The speech also highlighted the cultural diversity of Indonesia and the importance of preserving cultural heritage. The concept of power relations was explored, with Jokowi using language to establish his authority and position as the President of Indonesia while also emphasizing the need for unity and public trust in achieving the nation's goals.

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