

# **TEXT STRUCTURE ANALYSIS OF JOKOWI SPEECH ON SUMMIT CONFERENCE OF APEC BEIJING**

THESIS

Presented to:

State Islamic Institute of Kediri

In Partial Fulfillment of the Requirement

for the Degree of *Sarjana* in English Language Education



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**DEPARTMENT OF ENGLISH LANGUAGE EDUCATION**

**FACULTY OF TARBIYAH**

**STATE ISLAMIC INSTITUTE OF KEDIRI**

**2019**

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of *Sarjana (S1)* in English Study Program, State Islamic Institute of Kediri.

Kediri, Mei 15<sup>th</sup> 2019

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## APPROVAL PAGE

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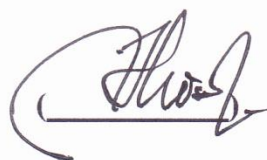
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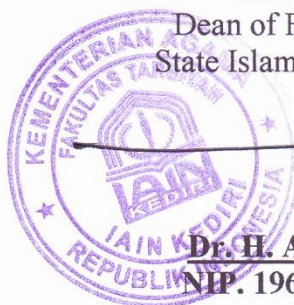
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Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1).

Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam jangka waktu yang telah ditentukan dapat diajukan dalam sidang Munaqasah.

Demikian agar maklum dan atas kesediaan bapak, kami ucapkan banyak terimakasih.

*Wassalamu'alaikum Wr. Wb.*

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*Assalamu'alaikum Wr. Wb.*

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntutan yang diberikan dalam sidang munaqasah yang dilaksanakan pada tanggal 22 Mei 2019, kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum dan atas kesediaan bapak, kami ucapkan banyak terimakasih.

*Wassalamu'alaikum Wr. Wb.*

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## MOTTO

قُلْ لَوْ كَانَ الْبَحْرُ مِدَادًا لِكَلِمَاتِ رَبِّي لَنَفِدَ الْبَحْرُ قَبْلَ أَنْ نَنفَدَ كَلِمَاتُ رَبِّي وَلَوْ جِئْنَا بِمِثْلِهِ  
مَدَدًا ﴿١٠٩﴾

Say, "If the sea were ink for [writing] the words of my Lord, the sea would be exhausted before the words of my Lord were exhausted, even if We brought the like of it as a supplement."

(Q.S. Al-Kahfe: 109)

## **DEDICATION**

This thesis is dedicated to:

Many people who always supported me to finish this final achievement and never give up to my life such parents, family, teachers and all of friends whom I mentioned in acknowledgement.

## ACKNOWLEDGEMENT

First of all, I would like to thanks to God who has given all of the people His mercies and blessings especially for me, thus I can finally complete and finish this thesis. Secondly, Sholawat and Salam are also delivered to the prophet Muhammad who brings many goodness. Finally, I am as the researcher acknowledge to thanks so much for everyone who has supported me to finish this thesis gratefully. Thank you so much everyone. It is a great pleasure for me to acknowledge the assistance and contributions of many individuals in making this thesis a success:

### 1. Family

- a. Special thanks to my parents, Bapak Sholehuddin and Ibu Tumiah who always wake me up early and pray for my best in whole my life
- b. All of my siblings and their families who always support me in motivation and materials although it might be insulting when they ask *'are you really done your thesis?'*

### 2. Teachers

- a. Special thanks to Abah Yai Anwar Iskandar as the leader of Al-amin cottage who always pray for all of his students
- b. Special thanks to the headmaster of Darul Hikmah Islamic Boarding School, Bapak Irhamni Khoirul Munzilin, who never forget to advise all of his graduated students

- c. Special thanks to my advisors, Bapak Bahrudin, and Bapak Burhanuddin , and also my expert validator Ibu Dewi Nur Suci who always support to work on the thesis completely
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- a. Special thanks to Muhammad Dafid Nur Asad and his family for supporting and praying.
  - b. To all of members from A5 room in Al-amien, nuning, mamabudi, peka, inten, alpikediri, markuntin, markoco, salam, elo, sun, hiwil, mutmut, and younger sisters such dek piul, dek niknuk, iwed, dek risa, dek khisma, dek wid, dek nanda, dek dayah, dek desi, dek arika, icud trulala. Thankyou for supporting and trusting that I can finish this thesis well.
  - c. To all of my GREEN generations, all of you are the best buddies. *Let see some others next in the top.*
  - d. To all of classmates in IC-E who has many ideas and funny things, *see you next guys with your own stories.*

## ABSTRACT

Wafiroh, N, 2019, *Critical Discourse Analysis of Jokowi Speech on Summit Conference of APEC Beijing*. Thesis. English Department, State Islamic Institute of Kediri, Advisors: (1) Bahrudin, SS., M.Pd.; (2) Burhanuddin Syaifulloh, M.Ed.

**Key terms: APEC, macrostructure, microstructure, speech, superstructure, text structure analysis.**

Analysis of critical discourse is needed to our linguist knowledge and science. The less of discourse analysis in this faculty takes the point of researcher to conduct this study. The researcher used Indonesian President's speech, Joko Widodo, as the object of analysis. His speech in APEC Beijing is his first speech in international forum. His speech is clear and the way he delivers it is unique, because he delivers it with no text and used the dialect of Javanese. For conducting the analysis of text structure, the research questions of this study is formulated to find out the types, and the elements of text structure in Jokowi's speech on Summit Conference of APEC Beijing.

This study used qualitative methods to analyze the data with expert triangulation to minimalize the mistaken data analysis. The data is the script and video of Indonesian president's speech, Joko Widodo, in summit conference of APEC Beijing. The way to analyze the data is done through the theory of Van Dijk focusing on the analysis of text structure. The researcher created table of data to categorize the text structure, thus explained and described the data.

This study revealed that there are three types of text structure analysis used in the Indonesian president's speech namely macrostructure, superstructure, and microstructure. Jokowi delivered speech with the theme of investing in Indonesia as macrostructure analysis, the schematic analysis in superstructure, and details of word choices in microstructure analysis. The elements of analysis used in this speech are vary, such as theme, sections, and others completely can be found in the finding and discussions. This analysis is hoped will be useful as the reference for the next research.

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## CHAPTER I

### INTRODUCTION

This chapter contains of background of the study, research question, objective of the study, scope and limitation of the study, and significance of the study.

#### **A. Background of the Study**

Discourse as the spoken or written language has some interested things to analyze for example the analysis of newspaper post, speech, dialogue, etc. The definition of discourse itself can be described simply or widely. In the simple context, discourse can be understood as the spoken or written language. In wider context, discourse has been described by some linguist such as in the view of *The Longman Dictionary of Language Teaching and Applied Linguistics* (1995) discourse is a common term of language that used to produce for expressing the act of communication.

There are many ways to analyze the discourse, for example using the theory of Critical Discourse Analysis. CDA is appropriate to reveal the explicit position, and to analyze the way social inequality produced. It used language of the text as the object of analysis, yet language here is not conventionally in study of linguistics without considering the context. According to Fowler (1991) Critical Discourse Analysis aims to bold the different line between discourse, social practices and structures for those who have little understanding about. Some other experts also have different view of Critical Discourse Analysis theory.

Due to the various CDA theories, Van Dijk as the one of expert in CDA theory is taken to this study for it is used the text structure analysis method. However, Van Dijk concerned the discourse analysis not only to the text itself, because it must be the practice behind that text observed. Thus, when the text is produced, the reader needs to know the meaning wants to share behind the text. In this case, the way text produced, why the text produced, and the reason why the meaning of text should be delivered like that.

The text structure is the focused of the researcher analysis because it learns about the linguistic contents from semantically, syntactically, rhetorically, and etc. that supposed to be helpful for the linguist learner. However, the text structure analysis combines three different kinds of types such macrostructure, superstructure, and microstructure, and it also has many elements that add the information of linguistic learner. The researcher will describe it clearly, thus it is easy to understand the finding and discussion.

In this analysis, the researcher used Mr. Jokowi's speech on APEC Beijing as the object of analysis due to some reasons also. The first reason is considering from the speaker, Mr. Jokowi, the president of Indonesia country that is on hot topic in political field today. The second is through this speech Mr. Jokowi got some insulting from Indonesian for his lower English language skill than some presidents before. The last reason is Mr. Jokowi didn't use text in delivering this speech. Those are some reasons of researcher take Jokowi's speech on Summit Conference of APEC in Beijing as the object of analysis.

The previous study using this theory has ever been conducted by **Andhita Rachman, and Sofi Yuniarti** from University of Muhammadiyah Surabaya by the title “Critical Discourse Analysis in Donald Trump Presidential Campaign to Win American’s Heart”. It has different object with this research, but similar theory used to analyze which is the theory of Van Dijk. This research finds out 1) the utterances of Donald Trump Speech indicating the political discourse, 2) the way Trump delivered the discourse, 3) the aim utterances, 4) the people respond of Trump’s speech. As the conclusion, it can be simply said it analyzes the social context, not in the form of text structure analysis.

For some reasons above, the researcher intended to make analysis entitled **“CRITICAL DISCOURSE ANALYSIS OF JOKOWI SPEECH ON SUMMIT CONFERENCE OF APEC BEIJING.”**

## **B. Research Questions**

Regarding to background of the study, the research problems is formulated as follows:

1. What are types of text structure used in Jokowi’s Speech in APEC Beijing?
2. What are the elements of text structure used in Jokowi’s Speech in APEC Beijing?

### **C. Objective of the Study**

A research should have the objective of the study in order to find out the answer of the research problems. Based on the research problems, the objective of this study is:

1. To elucidate the types of text structure used in Jokowi's Speech in APEC Beijing
2. To describe the elements of text structure used in Jokowi's Speech in APEC Beijing

### **D. Scope and Limitation of the Study**

The scope of the study is discussed in analyzing the speech as the oral communication, thus it is limited to Jokowi's speech in APEC on Beijing 2014. From the theory used, the scope of study is discussed through the Critical Discourse Analysis theory, yet it is limited to analyze using Van Dijk's theory particularly in text structure analysis.

### **E. Significance of the Study**

The significance of the study is going through theoretical and pedagogical advantages for the readers especially for IAIN Kediri students. Its results are expected to be useful for:

1. Theoretically
  - a. The readers

This study shares knowledge about CDA (Critical Discourse Analysis) which the readers do not know or have not known about it yet. In other

words, the research will give contribution to anyone who is interested in discourse study especially about critical discourse analysis or everything deals with the topic that has been presented in this research. Also in this research, the researcher wants to use CDA in the way to apply it in linguistics study. In this case language, power, and ideology which is contained in Jokowi's speech on summit conference of APEC Beijing.

b. Other researchers

For other researchers, the result of this study will add the variety of CDA research which until now can be said that it is scarcely to do. Beside, this study will be useful reference for students who are interested in knowing more about analyzing CDA of spoken text.

2. Pedagogically

a. Lecturer

This study results the addition for the learning materials for linguistics lecturers about critical discourse analysis in the researcher's faculty.

b. IAIN Kediri Students

Particularly for English Department student, who is interested in discourse study, especially about the next critical discourse analysis research.

## **F. Definition of Key Term**

### **1. Critical Discourse Analysis**

Critical Discourse Analysis is an analysis to elucidate the relation between discourse, power, dominance and social inequality and the way

discourse acts and organize those relations to the dominance and inequality (Van Dijk, 1993: 249).

## **2. Speech**

Speech according to Anwar (1997: 17) is the way how to expose an important case directly to common society in official condition. It has some purposes when it is delivered to many people such as telling the new information/ understanding to others, giving influence them to follow our willingness to voluntarily, and making them to participate in.

## **3. Summit Conference of APEC**

According to Wikipedia, The summit conference of APEC (Asian Pacific Economic Cooperation) is the forum of 21 Pacific members of economies that aims to promote free trade through Asia-Pacific region. The members of APEC are Beijing, Brunei, Canada, Chile, China, Hongkong, Indonesia, Japan, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russia, Singapore, South Korea, Taiwan, Thailand, United States, and Vietnam ([https://en.m.wikipedia.org/wiki/Asia-Pacific\\_Economic\\_Cooperation](https://en.m.wikipedia.org/wiki/Asia-Pacific_Economic_Cooperation)).

## CHAPTER II

### REVIEW OF RELATED LITERATURE

Before knowing the structure analysis of the object in this study, the researcher will describe the literature review related to this research. Therefore, the researcher takes some descriptions of experts which still in the field of Critical Discourse Analysis. Thus, this chapter introduces and explains the theory needed to this research, such as discourse and discourse analysis, critical discourse analysis, theoretical framework, and previous research.

#### A. Discourse and Discourse Analysis

Before discussing the definition of discourse analysis, it will be described about what discourse is. A discourse is a group of meanings through spoken or written language discussed by some people directly or non-directly. Discourse can be described in simple or wider context. In the simple context, discourse can be understood as the spoken or written language. In wider context, discourse has been described by some linguist such as in the view of *The Longman Dictionary of Language Teaching and Applied Linguistics* discourse is a common term of language that used to produce for expressing the act of communication, while Richards *et al.* (1992: 111) said that however grammar means to use some grammatical formula like clause, phrasal words, and sentence for the rule of language use, discourse concludes of wider parts of language like paragraphs, conversation, and interviews.

The different definition is often explored in two conditions: the first is due to the formalist or structuralist paradigm. Stubbs (1983:1) stated discourse is 'language above the clause'. This statement similarly clears that 'language above the sentence' showing to the structural properties like organization and cohesion, but seeing to the social ideas it refers to say how the people use language and interpret it.

The second condition might occur from functionalist paradigm which shares the opinion that discourse is 'language in use' (Brown and Yule, 1983: 1). From this view, the language analysis cannot be separated from the language purpose and functions in human life. Thus, discourse is explored as the way how speaking produced in cultural and social condition. As Richardson said (2007: 24) that the researchers who take adoption of discourse definition believe the language is used to *mean* something and to *do* something, which meaning and doing is related to reveal the usage context. Therefore, it can be said that to understand the text particularly, it is necessity to know what the speaker or writer doing through the discourse, and how he/she doing the discourse will be referred to more than interpersonal, institutional, socio-cultural and material contexts. According to Talbot (2007:9) discourse is the activities of culture which processes the interaction itself. These statements about discourse as the behavioral and social act are discussed in Critical Discourse Analysis, which understand the discourse from the language usage in speech and writing, especially from the social practice.

Discourse Analysis is the analytical concept used to studying an actual text and talk in context of communication. Discourse Analysis is often generalized as

the methodology, theory, or concept structure deals with social constructionism or social power. Some analysts do the analysis through the linguist concept or applied linguist like analyzing the text textually and verbally in term of grammar, also some others focus on conversational analysis (CA) and speech act theory.

The theory of Discourse analysis might be linked to some linguist for early development of discourse analysis there is no model or specific pattern to analyze the discourse. Thus, some linked the analysis to social or power dominant and ideology, and this is the beginning of discourse analysis branch that is commonly called Critical Discourse Analysis.

The theory of CDA has been developed by some people. One of them is Fairclough theory that is incorporated by Foucault. Foucault (1972: 49) stated discourse as the practice form of speaking object systematically, not only in the concept of text. CDA combines the linguistic analysis, ideological critique and cognitive psychology. Due to developing science of modern linguistics, CDA has been the most largely used in this part with purpose to reveal the ideological and power relation that mostly applied in political discourse. The following part will provide general introduction in the CDA concept and explain one of CDA frameworks that is Van Dijk's theory in detail.

## **B. Critical Discourse Analysis**

Critical Discourse Analysis (CDA) is one of discourse branch to study and analyze the existence of social power abuse, dominance and inequality in written or spoken text discussing about social, political and historical context. CDA is

appropriate to reveal the explicit position, and to analyze the way social inequality produced. It used language of the text as the object of analysis, yet language here is not conventionally in study of linguistics without considering the context. Nevertheless, CDA uses language and context to analyze and reveal the relation between them. The context means that language used for some particular objection and practice, included power practice. Thus, Critical Discourse Analysis aims to bold the different line between discourse, social practices and structures for those who have little understanding about (Fowler, 1991).

The theory of critical discourse analysis began since it had been found before the Second World War happened (Agger 1992b; Rasmussen 1996). In that era, CDA discussed about language and discourse that crucially refers to “critical linguistics” occurred at the last of 1970s mostly in UK and Beijing (Fowler et al. 1979). It also became the criticize part of sociolinguistics, psychology, and the social sciences developments, and the other already discussed since early 1970s (Birnbaum, 1971 at Wodak, 1996). For these cases are quite similar to the other discipline study, CDA might be seen like the responds against the powerful paradigms that mostly uncritical and asocial developed in the 1960s and 1970s.

Fairclough (1995: 26) stated that Critical Discourse Analysis bounds around the texts and interactions, but it commonly begins not from texts or interactions. It begins rather from social issues and problems that happened in social life in the field of sociology, political science and/or cultural studies. Critical discourse analysis is considered on social, cultural, economic and political ways of people in low-down condition as stated by Pennycook (1997: 23) that the way to produce

and receive the text is strongly structured by the power of relationship. The relationship between the use of language and political context draws to be the critical discourse analysis. It connects to the rules and expectations among some discourse groups, and creates the social issue of economic and political field, but it has a goal to preserve students with many things they need to succeed.

The critical discourse Analysis according to Teun A. van Dijk (1988:1-2) is kind of study in discourse analysis that talks about how the social power abuse, dominance, and inequality are enforced, created, and opposed by text and discuss in the context of social and politic. For this such enacted research, critical discourse analysts research clear position, and then comprehend, share, and obviously deny the inequality in social life.

Critical Discourse Analysis (CDA) is a kind of discourse analysis study that focused on the social cognition, social power abuse, dominant, and differentiation that happened in some social group and environment particularly in the context of social and politic (Van Dijk, 1997). While in other expert view, Richardson views CDA as a method and theory that analyze how the people and institutions personally use the language (Richardson, 2007). According to Fairclough (1989) CDA is the way to address and analyze the relations among language, power, strategy, and ideology that may be hidden from people practically.

Rogers (2004) stated that Critical discourse analysis not only describes and interprets of discourses in the context of social, but it also gives explanation about the way and the reasons of discourses walk. In other hand, Van Dijk (1993) sees

CDA as the analysis that focused on the connection between discourse, dominance, social power, and inequality. It shows that CDA aims to large of issues in social context, be influenced by external factors such as power, ideology, social inequality, and works on the analysis and interpretation of theory in social philosophy whether in written or spoken texts. Critical discourse analysis focused the analysis in the area of critical theory concentrating the theory of culture, social, economy, and politic (Pennycook, 1997). The language use, social context, and political context happened become the three main lines to take the connection in critical discourse analysis. Thus, the critical perspective works on revealing analysis of the norms and hope in some discourse communities, and uncovers the social, economic, and political issues, but it is helped the students to discover the conditions of social future.

### **C. APEC**

APEC as acronym from the phrase Asia Pacific Economic Cooperation is the forum of economic that is founded on Januari, 1989 by Bob Hawke as the prime minister of Australia. This forum aims to build economic cooperation for countries in the circle of Asia-Pacific. At the beginning, this forum has 12 countries as the members that lead by Gareth Evans as the Australia minister of foreign affairs. By the time, some other countries started to join this forum for the urgency of developing free trademark and open invest in the world. Indonesia country is included in the founder of APEC except Australia, Canada, Brunei, South Korea, Japan, Malaysia, New Zealand, Singapore, United State of America,

Thailand and Philippine. Thus, today the members of APEC forum are 34 countries.

The aim of this forum is to create the stability of economy by the way to cooperation the activities of economy among the countries. The three pillars of APEC organization are the free trade and open invest, to facilitate trade and invest, the cooperation in economy and technique field. The first, free trade and open invest means to delete the barrier on tariff and non-tariff of trade and invest. By this way, the access of trading becomes wider, thus it will integrate the trade transaction and push the trade to grow up among the society life in the area of Asia-Pacific. The second, APEC facilitates the activities of trading and invest in reducing the rate of transaction, the easiness of business permit, and the labour administration, therefore it impacts to the development of trade transaction, the lower price of things, and service, and the more job vacancy in economy field. The last principle, the cooperation in the scope of economy and technique provides the training and investing in public building. It is aimed that the members of APEC can take the advantages of global trade and to develop the organization capability to face the newer challenge like inequality social, digital technology, terrorism, natural disaster, and food bank. (<https://sejarahlengkap.com/organisasi/sejarah-berdirinya-apec>).

#### **D. Theoretical Framework**

The theoretical framework used in this study is the theory of Van Dijk in Critical Discourse Analysis. The theory of Van Dijk worked on how to analyze the text, why the text must be produced like that, how the process of the text

produced, therefore there must a big relation between three conditions those are text, social cognition, and social context analysis in text or oral produced in Van Dijk's theory.

Van Dijk (2000) concerned the discourse analysis not only to the text itself, because it must be the practice behind that text observed. Thus, when the text is produced, the reader needs to know the meaning wants to share behind the text. In this case, the way text produced, why the text produced, and the reason why the meaning of text should be delivered like that. Here, Van Dijk related the social structure of the text with the social cognition which element is in the scope of social structure. The social cognition concentrates in the process of text produced by social society that influenced the speaker/writer to produce the text.

Van Dijk's (2009) viewed the critical discourse analysis as how the social dominant, structure, and communities' power dominate the society. Nevertheless, Van Dijk analyzes the speaker/writer of text cognition and awareness influencing the text. Van Dijk's discourse analysis concept draws as follows:

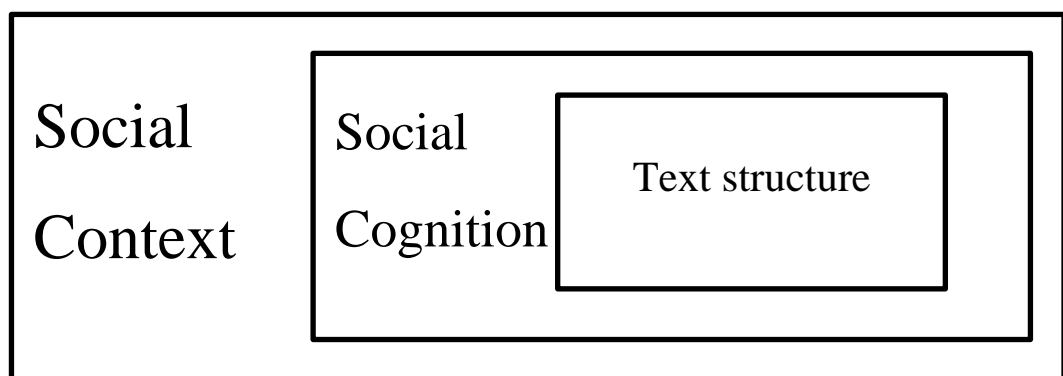


Figure 1. Van Dijk's theory concept

The theory of Van Dijk is easy to analyze in critical discourse due to its divisions. This theory is divided into three main dimensions of critical discourse that collected to be one analysis. In conclusion, there are text structures analysis, social cognition, and social context as the three main dimensions of Van Dijk's theory (Van Dijk, 2009). The following explanations will describe about them obviously.

### 1. Text Structures Analysis

Text structure Analysis means to analyze the written or spoken textually from its semantic, scheme, syntax, word choices, meaning of words/phrases, etc. Thus, in the text structures analysis, Van Dijk (2001) differentiated the text analysis into three main element, those are Macrostructure, Superstructure, and Microstructure. Macrostructure has meaning the general one from the Van Dijk's theory analysis in text structure for it observes the topic and themes of the text. While superstructure refers to the way discourse structured due to schema conventionally such as introduction, content, and conclusion. Thus, the microstructure concerns in the analysis of word choices, sentence structure, and rhetorical content in the text. The table below describes clearly about text structure analysis three divisions.

**Table 1. Table of Van Dijk's text structure analysis**

Element's structure	Field of Observed	Elements
Macro Structure	THEME  The topic that mainly	Topic

	discussed in the speech text	
Super Structure	<p>SCHEME</p> <p>The organized structure of spoken text from introduction, content, and closing in the speech text</p>	Schema
Micro Structure	<p>SEMANTIC</p> <p>The meaning behind the text by explaining the details</p>	Background, detail, presupposition,
	<p>SYNTAX</p> <p>the sentence structure and forming used in the text</p>	sentence form, coherence, reference
	<p>STYLISTIC</p> <p>the word choices used in the text</p>	lexical choices
	<p>RHETORICAL</p> <p>the figurative language, or method to stress in the explaining the text</p>	graphic, metaphor, number

The following explanations are described clearly and obviously

a. Macrostructure

Macro structure is also named as thematic organizing. The organized of theme context in discourse works as the important model (Van Dijk, 1988). It refers to analyze the writer/speaker's opinion. Macrostructure is the part of analysis to figure out the main idea or theme in the text (Van Dijk, 1988).

1) Thematic analysis

Thematic analysis due to Van Dijk (1980) focused on the proper meaning in the text which refers to theme or topic. It has a meaning that macrostructure concentrates on the unity meaning that developed other meanings in the discourse's topic. Topic is being the main model in the text for its characteristic to summit the meaning of whole discourse. The topic of discourse can be seen from the summary of the text, title, abstracts, or headline.

b. Superstructure

Super structure is the analysis of scheme structure that sets up the main meaning of the text (Van Dijk, 1980). Moreover, macrostructures refers to its organizing with content and form (Rankeema, 2004). It can be concluded that superstructure is the analysis in the frame of schema like the power of dominant conversation or writing begin from the opening, content, and closing part.

c. Microstructure

Micro structure concerns into the discourse meaning aspects that means to evaluate the content of semantic, syntactic, stylistic and rhetoric in the particular discourse (Van Dijk, 1993). In some particular discourse always contains of many words choices produced, thus, micro structure analyzes them to some certain elements such as words, sentences, propositions, clauses, paraphrasing. The micro structure used to analyze them with the aims to know not only how the communication runs, but also to know how the discourse can influence the society to tend them, to seed their believe, and to down the rivals for its opinions in political field. Therefore, in microstructure there are four elements that going to analyzed: semantic analysis, syntactical analysis, stylistic analysis, and rhetorical analysis. Those element analysis divisions of micro structure will be described below.

#### 1) Semantic Analysis

In the semantic element analysis focused on three divisions, those are detail, background and presupposition. This aspect shows the meaning that rather to stressing the text like giving the details in one side than reducing the other one. The following explanations will describe the divisions of the detail, background, and presupposition.

##### a. Detail

Detail deals with the controlled information that is explained by the speaker or writer in the discourse. It means that how to express the idea or opinion's producer of discourse practically. The main actor in

the discourse will give the information which is good to build his/her image, and received worth by the participants, or the vice versa of the speaker's idea wanted to deliver.

#### b. Background

According to Eriyanto (2012), 'background' signs to writer/speaker's reason about their opinion commonly. Thus, it can be said that background might contains of subjective opinion in their perspective. Therefore, background can be concluded as the way writer/speaker's deliberate their intention and aims of the discourse. It is commonly delivered by the speaker due to the participant view which is expected.

#### c. Presupposition

Presupposition is the element that ask the believed of participant through one or some statements that confirm the meaning of the sentence and idea of the speaker to empower the participant statements by giving premise that is strongly coming true (Eriyanto, 2012)

### 2) Syntactical Analysis

The next element of microstructure analysis is the syntactic element of discourse that deals with the way phrases or sentences are organized, structured, and delivered. The form of syntactic analysis concludes of sentence form, coherence, and reference. The sentence form means to the proposition of sentence structure to the logical thinking produced, while

the coherence refers to the connected meaning between word and sentence, and reference signs to the referring pronouns used in the discourse.

Coherence of the text is easily detected by finding the conjunctive cohesion. There are four types of the conjunctive cohesion according Levinson and Yule (191) mentioned as follows:

- additive : and, or, furthermore, similarly, in addition
- adversative : but, however, nevertheless, on the other hand
- causal : so, for this reason, consequently
- temporal : then, after that, finally, at last

These four conjunctive cohesion named also as cohesive relation having power to influence the reader, or participant for the certain meaning correlated with conjunctive cohesion expressed other dimensions of the discourse meaning which also strengthen the idea of author (Levinson and Yule: 1983, 191)

### 3) Stylistic Analysis

Stylistic is taken from the word 'style' that refers to the style study. It concerned on the use of diction and figure of speech in the discourse. The stylistic analysis is the strategy how the speaker or writer chooses the word to be organized and arranged in some sentences expressing the idea, emotion, theme/topic, and the experience occur. The lexical choices of word become the element of stylistic to produce certain figure and meaning.

#### 4) Rhetorical Analysis

The last element of microstructure analysis in Van Dijk theory is rhetoric element. The rhetoric element signs the fact that signed through exactness thing of certain numbers. Van dijk analyzed that numbers in the written/spoken text presents the rhetorical element. Rhetoric deals with style expressed by the author/producer of the text through graphics that might be shown in the form of number, and metaphor, the figurative language used by the author.

The graphics and metaphor are two main elements that analyzed in microstructure analysis of discourse. Graphics rather typically comes with different typing, or stressing in the context of spoken text. It is the strategy used for persuading the focus of reader in the discourse (dijk: 161). Graphic also appears as capital letter, italic, bold, lowercase, big or small size, underline, number, photo, etc in the form of writing text. In other hand, Metaphor is seen as the sentence that supports the main idea. According to Baker (2003:70) metaphor is the strategy to express something in the other form. Thus, some sentences that briefly support and strengthen the main idea of the discourse named 'metaphor' that includes in rhetorical element of microstructure analysis.

## 2. Social Cognition Analysis

Social cognition analysis means to analyze the text in the discourse cognitively through cognitive science like psychology, linguistics, philosophy and logic as good as the knowledge of analyzer. There are many things

influence the groups like social movements, organizations, and institutions, such as the power, power abuse, dominance and their reproduction (Van Dijk, 2008). Thus, it can be taken the big line that cognitive approach is necessity to be analyzed for the urgency of personal mental models on specific discourse. Personal mental models refer to social representations which are affected by knowledge, attitudes, values, norms, and ideologies. Among those parts, ideology is the most discussed in social cognition.

Ideology as the most concerned in social cognition analysis often to be similar to power abuse, but some experts defined it into different statements. Van Dijk (2000) had opinion that ideology is the fundamental belief that had by group and the members of group. it means to the principle symbol before the group belief that underlies the social cognition. Fairclough (1992a: 87) stated:

*Ideology is Significations/ Constructions of reality (the physical world, social relations, social identities) which are built into various dimensions of the forms/ meanings of discursive practices, and which contribute to the production, reproduction or transformation of relation of domination.*

The concept of ideology critically signs to the stable/ constant process in the low-down relation of power and inequalities-meaning to the way of managing the dominance production. As Fairclough said (1995: 14), ideology refers to the power service meaning.

### **3. Social Context/Social Analysis**

Social context or social analysis becomes the last dimension of Van Dijk's theory on critical discourse analysis. In this part, the analyzer focused

on the way text produced by the readers. The things that include to social analysis are the diction of text, power, access that builds the discourse like situation, condition, event, background behind the discourse.

To find the more valid analysis, Van Dijk must the language user to have ability not only in the case of linguistics disciplines, but also view the discourse with the respect aspect which is performed. Thus, it is related more to the pragmatic context analysis. Van Dijk divided the social analysis into two branches; the power and access. The obvious and clear explanation about them will be described below:

a. Power

Power illustrates the connection of difference cable among society, moreover it is particularly about the impact of the different social structures. Language is used to refer the power of group people/ individual person, or to express it, and it is challenge to power. Though power does not use to show the language from, but vice versa the language can be shown to challenge the power. Language gives the stressing articulation that refers to different power the speaker wants to show in the social structure.

b. Access

In Van Dijk's theory, there is always the analysis of relationship between power and access. It can be said that who has no power, he/she will have no access to get what they want. Access can be significantly detected from the topics or the discourse referent, thus it means to

subject/people who is written/spoken in the text. It can be analyzed that the more access to some participant roles, the more power the correspondents will be.

It can be concluded that the measurement of discourse access comes with the indicators of faithful in the power of social group and its members (Dijk: 86).

#### **E. Previous Research**

The previous research similarly to this study has been created by with the research title is “Critical Discourse Analysis in Donald Trump Presidential Campaign to Win American’s Heart” **created by: Andhita Rachman, and Sofi Yuniarti** from University of Muhammadiyah Surabaya in TELL Journal, Volume 5, Number 2, September 2017 with ISSN : 2338-8927. The research has objective goals to analyze the utterances of Donald Trump at November 16th, 2015 in Knoxville Convention Center. The four objectives of this study the researcher wanted to know are: 1) the utterances of Donald Trump Speech indicating the political discourse, 2) the way Trump delivered the discourse, 3) the aim utterances, 4) the people respond of Trump’s speech. This study used descriptive qualitative method to analyze through Van Dijk’s theory. The study results the utterances of Trump provoked the people to get the American’s heart. Trump succeed to get many supports of people, thus he became the president of United States of America. This study differs from

the researcher's study from its object of study, and the aims of the study, but similarly in the use of methods used and the research design.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

To understand the finding of the study, every researcher should well generate the research methodology appropriate to the research question. Thus, the researcher elucidates it in this chapter. This chapter contains of research design, data source, instrument, data collection, data analysis, and triangulation.

#### **A. Research Design**

The research design used in this study is qualitative design for it sufficient the needs of study on clear explanation. Qualitative research will describe the characteristics of data clearly and obviously. In other hand, qualitative methods were used in the social sciences to make research about social study and cultural phenomenon for example case study and ethnography. Biklen (1998) stated that qualitative research studied on common problem used to happened in social phenomenon and specifically why and how it is occurred explained here.

According to Ary (2002: 425), qualitative data is explored in the form of explanation and word, rather than numbers and statistics. The collective data is analyzed through the subject's perspectives and experiences. The qualitative research takes more description and explanation about the objects, places, people, discuss, interview, and etc. Therefore, the researcher used qualitative method to know the text structure, social cognition, and social context inside Mr. Jokowi's speech delivered on summit conference of APEC in the Beijing.

In this case of study, the data used is the speech and presentation of Mr. Jokowi, as the president of Indonesia in the event of summit conference of APEC Beijing. Through qualitative method, the researcher can analyze what is behind this discourse (macro-micro analysis). The speech will be described and analyzed according to the theory of Van Dijk about Critical Discourse Analysis that has been discussed in the previous chapter.

### **B. Data Source**

The data of this research is the speech text of Mr. Joko Widodo on summit conference of APEC 2014. The researcher took the video from the youtube site APEC channel ([https://m.youtube.com/watch?v=Lo2jx\\_IFAoU](https://m.youtube.com/watch?v=Lo2jx_IFAoU)), then the researcher gets the script from the article in the blog kompasiana.com (<https://www.kompasiana.com/abd.ghofaralamin/54f3e259745513932b6c824d/naskah-pidatospektakuler-jokowi-di-forum-apec?page=all>)

### **C. Instrument**

The instrument of this study is the researcher herself. It means that the researcher who collects and evaluates the data by the guidance of advisor through applying Van Dijk's theory of Critical Discourse Analysis.

### **D. Data Collection**

The data observed in this study comes from Mr. Jokowi's speech on summit conference of APEC as the president of Indonesia country. Thus, it was collected through some following steps had done by the researcher:

1. Searching for the video.

As the first step of collecting the data, the researcher used video to be the observation. The researcher watched the video from youtube site. It means that Mr. Jokowi as the speaker has been really done the speech.

2. Searching the script.

After the video has been found, then researcher looks for the script of the speech. Thus, the script has been found in site kompasiana.com (<https://www.kompasiana.com/abd.ghofaralamin/54f3e259745513932b6c824d/naskah-pidatospektakuler-jokowi-di-forum-apec?page=all>)

3. Downloading the video and the script.

The last step of collecting data is downloading the video and the script, then save them. Especially for the script, the researcher will use it to be main data of analysis in this study.

## **E. Data Analysis**

To analyze the data, the researcher uses the methods of Van Dijk's theory that includes the three dimensions such as text analysis, social cognition, and social context. These are some steps that will be described shortly and clearly:

1. Reading the text carefully

Before analyzing the text of president Jokowi's speech on summit conference of APEC Beijing, the researcher reads it carefully, and gives the marks from the text that may become the important thing in analysis under the advisor's suggestion.

2. Doing the text analysis, that contains of:

a. Analyzing the macrostructures

The macrostructures in analyzing of Van Dijk's theory contains of the thematic analysis. Thus, researcher tries to find the macrostructures of the text that means to find out the theme of the delivered speech from Mr.Jokowi on summit conference of APEC Beijing.

b. Analyzing the superstructures

The superstructures of this analysis mean to the structure of the text from its organizing and scheme. The researcher should organize and observe the part of organizing text such as opening, content, and closing. Moreover, the researcher needs to describe the utterances meaning of the speaker through those scheme.

c. Analyzing the microstructures

To analyze the microstructure of the text, the researcher needs deeply understanding about some linguistic features like semantics, syntaxes, stylistic, and rhetoric. In the semantics part, the researcher focuses on the analysis of background, details, and presupposition. Whereas in analyzing the syntaxes element, the researcher focuses on the sentence structure, coherence, and conditional coherence. Thus, the stylistic element will be focused on lexicon, and rhetoric elements included graphic, metaphor, alliteration of transcription of the speeches.

### 3. Correcting the analysis in Expert Validator

To make the research more valid, it needs to triangulate the analysis of data to the expert validator. The researcher asks Mrs. Suci as the expert validator for the analyzed data to minimize the less of analysis.

### 4. Making conclusion as the research problem

The last step of this analysis is making conclusion from the data analyzed which has been checked by expert validator. When concluding the description of analysis has been done by the researcher, it means the research has been finally complete.

## F. Triangulation

Triangulation in the field of qualitative study rather tends to the mixing data. To minimize the mistaken of data validation, it is needed to do triangulation by the expert validator. The mixing data from expert validator and the researcher herself will result the fixed final analysis. Some views of analysis often arisen by different head, therefore it is necessary to claim the validating data analysis to the expert validator. As Sayer (2000) ever stated that the arguments from social aspects often arisen and built through how it is produced, but in different sides, some others are described through the view of researchers today construct them. Thus, in this qualitative research, the researcher asks **Mrs. Dewi Nur Suci, M.Pd.** as the expert validator of the result of this analysis.



## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

The last chapter is about conclusion and suggestion. In this final chapter, the researcher wants to conclude the points as the answer of some research questions study and suggests to the next researcher about similar study on Critical Discourse analysis.

#### **A. CONCLUSION**

The conclusion from this study is due to the research question in the beginning of research. The research questions of this study are: What are types of text structure analysis used in Jokowi's Speech in APEC Beijing? and What are the elements of text structure analysis used in Jokowi's Speech in APEC Beijing?

First of all, the answer the first RQ is the text structure used in this speech has three types such as macrostructure analysis, superstructure analysis, and microstructure analysis. The macrostructure analysis is the theme which is about business and investment. The superstructure analysis contains of opening, content and closing section. The opening talks about greeting, content discussed about channeling the subsidy to productive activities, and the closing tells about thanking and persuading. The microstructure analysis can be taken from semantic, syntax, stylistic, and rhetoric aspects that are needed more explanation as written in previous chapter.

The second research question is about the element used in this speech are vary. Macrostructure has theme as the element of analysis. In the form of

discourse spoken context, superstructure analysis has three elements that are opening, content, and closing section. While in the type of microstructure, the element is divided as the branch of microstructure analysis that is semantic, syntax, stylistic, and rhetoric. The semantic has elements detail, background, and presupposition. While in the syntax, the element used are coherence and reference. In stylistic, the element is lexicon. Thus, in the rhetoric aspect has graphic, metaphor, and number as the element used in this speech. Those elements content can be found in the previous chapter in details, and it can be seen in the appendixes in big line.

## **B. SUGGESTION**

The suggestion comes from the researcher is aimed to the next researcher who wants to take Critical Discourse Analysis as the theme of the study. The CDA research needs the hard working, patient, and diligent as the principle of finishing the CDA research. It takes the description in details. The researcher reads a lot of references to enrich the knowledge about critical discourse analysis in order that to ease the process of analysis. For further researcher, the thing must be underlined here is the understanding of the theory used to analyze the data. It is a must for who wants to take the CDA as the topic of research. After understanding the theory, it will be easy for researcher to conduct the research. The next suggestion is about the data used. Nevertheless, the next researcher should use different data like the written text from the journal, article, news, etc, or spoken text like the speech, or conversation of other actor which discuss the recent information. CDA must be interested to read from its title to persuade the reader

in Critical Discourse Analysis. The vice versa, the further researcher may use the similar data, but differs in using the theory like the theory of Huckin, Wodak, Fairclough, etc. Finally, the researcher hopes hopefully this research will be useful for many kinds of reader from the common people, educated people, politicians, researchers, and etc. Especially for next researcher, the researcher expects that this research gives the advantages to increase their knowledge and open their mind to think that CDA is the easy thing to do.

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