PRESIDENT JOKO WIDODO'S INTERPERSONAL STRATEGIES IN HIS SPEECH IN THE 2014 APEC CEO SUMMIT

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Aticle Info	Abstract
	This study aims at describing the way President Widodo used his interpersonal strategies in his speech in the 2014 APEC CEO SUMMIT. In this study, the discussion was limited by finding out the interpersonal meaning of the speech which can be used to dig up speaker's hidden meanings through what he is saying in the speech. This is a descriptive qualitative study. The concept of discourse analysis from the perspective of Systemic Functional Linguistic (SFL) is employed as a tool to reveal the hidden motivations behind a text. The analysis reveals that in terms of context of situation, President Widodo delivered persuasive speech. Meanwhile, grammar analysis shows that President Widodo was delivering speech in the name of Indonesia and in the name of Indonesian people who need a lot of economic capital in order to achieve the economic goals of Indonesia. In delivering his speech, President Widodo also strongly believed that he would be able to reach his goals. The appraisal analysis shows that Appreciation is the most frequent appraisal devices used in the speech. In that sense, President Widodo's stance or attitude towards the goals he wants to achieve is strongly positive. It can be concluded that by the elaborate use of interpersonal strategies, President Widodo successfully projects his ideas and messages to the audience and also build a persuasive speech.

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INTRODUCTION

President Joko Widodo's speech at the summit had quality to gain world's attention. He was in global spotlight since many world leaders praised his speech. Many world leaders gave positive response to his speech. One of them was Charles Morrison, president of the non-profit East-West Center. As cited by The Wall Street Journal, November 10 2014, he wrote in his twitter account, "President Widodo's speech was excellent, simple English and his noticeable lack of notes". Although his heavy Javanese accent could be heard clearly during his speech, the way of President Widodo in delivering his speech at the summit was actually an eye-opener. His talk was clear and to the point, introducing Indonesia as a country that is open and safe to invest. However, President Widodo's Javanese accent and various errors that can be heard clearly in his English made Indonesian people gave mixed reactions. Some of them were proud and said that his speech was excellent, but many people also judged him because he did not speak English fluently.

This controversy about the ability of President Widodo in English had been debated since he became one of candidates of president. Back then, some people believed if the president could not speak foreign language, especially English, he or she would be tricked, dumbed, and intimidated easily. They were also afraid if it would make our country easily harmed and embarrassed too. Therefore, during the campaign before he became a president, those people tried to stop him by highlighting his English proficiency.

It is true that foreign language skill is required for leaders to strengthen the international relations and to avoid duping action by external partners. However, foreign language proficiency does not determine that the leaders also have good communication skill since communication skill is also important to be required. A leader should have intelligence too to think and speak correctly as the main asset that must be possessed to make him or her to have great communication skill. Therefore, the analysis about his speech is required to expose his strategies that are reflected from the speech. President Widodo's messages, expectations, and feelings will be revealed to gain as much as possible information of the subject matters. It is also needed to be analysed since there are some Indonesian people who still underestimate his English. By knowing the analysis, they will not only focus on his Javanese accent or his lack of English, but also will pay attention to the meaning of the speech. Furthermore, it also gains information about studying text.

For language learners, the study of text becomes important because it is the way in understanding language. A text represents the idea of the writer or speaker that can be either written or spoken. It means that we are constructing a text when we speak or write. When we create a text, we are also communicating because communication happens in a text. Nevertheless, there are many language learners, especially English learners who still have difficulties in studying text, whereas they obviously must be able to create a good text in order to gain further understanding of language. Since communication happens in a text, creating a good text is the important part in communication.

In communicating or interacting with others, people need to establish relationship between them; between they who speak or write and they who listen or read. Here, people are exchanging their idea or attitude about something. Moreover, they are also exchanging meaning. People interact in order to make meaning and to make sense of each other. Meaning here is created through what speaker or writer says and does to listener or reader.

Exchanging meaning can be done successfully by acquiring grammar. Grammar is very important for English learners when they want to build a communication in English in order to exchange meaning. By having a good understanding of grammar, they will be able to combine words into a good sentence. When they can make sentences correctly, they also succeed to create a meaning.

This study deals with analysing text with its functions to construct a meaning. Every text as

a tool of communication contains three meanings – ideational, interpersonal and textual meaning. Ideational meaning is meaning to represent experience to each other. Interpersonal meaning deals with the meaning to enact relationship. Meanwhile, textual meaning is used to organize text (Eggins, 1994).

This study only focuses on interpersonal meaning because I am interested in knowing President's attitude, feeling and judgment through his speech that can also reveal his interpersonal strategies in his speech in APEC forum. I will analyse how the clauses in the speech are structured to realize the interpersonal meaning. By analysing the interpersonal meaning of the speech we can find how the speech is structured to establish social relationship between speaker and audience. It is also important for the language students to study about interpersonal meaning so that they can express their attitudes and feelings to be able to communicate successfully.

Hopefully the result of this study can be used in English learning process especially deals with discourse analysis. It is also expected to give benefit for English Department students who will be future teachers on studying functional grammar in foreign language context particularly dealing with analysing interpersonal meaning in speech or any kinds of text. Hopefully, it will help them to choose the representative and good conversational texts for the students to practice in accordance with the appropriate situation given. Thus, their future students will have good model of text to be performed in the real life.

Analysing meaning in a text, in this case is a speech, can be conducted by applying functional grammar approach. Functional grammar is a way of looking at language based on its function. The main concern of functional grammar is not only in word by word but also on the meanings of the whole text which is realized whether by the speaker, writer, listener or reader. It means that the functional grammar views language as a resource for making meaning, not only words and sentences. Therefore, it enables us to analyse and explain how meanings are realized in everyday linguistic interactions.

Interpersonal meanings focus on the interactivity of the language and concern on the ways in which we act upon one another through language. The interpersonal meanings are realized in the lexico-grammar through selections from the system of MOOD and Modality. In this study, I would like to analyse the propositional structure of President Widodo's speech by looking deeply on the MOOD system of the clauses in the speech. In doing so, the speech is divided into clauses (clause-complexes), in which each is analysed interpersonally. The system of MOOD consists of two components. The first is what we call MOOD component of the clause which is indicated by the structure of the Subject (is noun or noun phrase) and Finite element (is a verb or part of verb phrase that it is affected by its surroundings). The other component is called Residue. After analysing the clauses, then they are classified into different kinds of typical mood structure whether it is imperative, declarative or interrogative.

Modality refers to one of the most important systems in social communication. When we interact, we may communicate degrees of possibility, probability or certainty. For instance, in conveying utterance, there are times when it is not a yes or a total no. Thus, modality fulfills the role of the intermediary that can show range of different way in which speakers can temper or qualify their messages. Halliday (in Martin and Rose, 2003:42) describes "modality as a resource which sets up a semantic space between yes and no – a cline running between positive and negative poles".

Modality is a complex area of English grammar which has to do with the different ways in which a language user's can intrude on his message, expressing attitudes and judgments of various kinds. It indicates the speaker's judgment of the probabilities or the obligations involved in what he is saying. Eggins, (1994:180) states "Modality can be classified according to the degree of certainty or usuality they expreess: i.e high (must, certainty, always), median (may, probably, usually) or low (might, possibly, sometimes)". There are two general kinds of Modality, one for negotiating services, and the

other for negotiating information. Two part dimensions of modality are Modalization and Modulation.

Moreover, in order to gain further understanding about President Widodo's interpersonal strategies in the APEC CEO Summit, I would like to analyse appraisal system. Since interpersonal meaning discusses meanings which express speaker's attitudes and judgments, it also relates to the speaker's stance in judging or evaluating someone or something. The indication of the speaker's evaluation upon something or someone more familiarly recognized as the system of appraisal (system of evaluation).

Martin (2000) has developed this particular system into a clear framework to analyse someone's attitude and judgment in the domain of interpersonal meanings. It is the further development theory of interpersonal meanings. "We use the resources of Appraisal for negotiating our social relationships, by telling our listeners or readers how we feel about things and people (in word, what our attitudes are). ... Attitudes have to do with evaluating things, people's character and their feeling", (Martin and Rose 2003:19). There are three main categories of attitudes: affect which is about expressing feeling, judgment about people's characters, and appreciation about the value of things.

Based on the aspects above, Grammar - Subject, Finite, Modality and Appraisal System, and diction can be used to analyse the interpersonal meaning of Presidents Widodo's speech. By analysing the interpersonal meaning of the speech using the above approach, the social relationship can be maintained, the judgment of the speakers throughout a speech can be found out and also the interpersonal strategies of President Widodo can be revealed clearer.

METHODS OF INVESTIGATION

In conducting this investigation, the writer used a descriptive qualitative research since the purpose of this study is to find out how the interpersonal meaning works in a public speech. The qualitative research requires the investigation of the data which is in the form of words or picture and it presents the data and research in the form of description. The researcher presents the report of the investigation descriptively throughout the words employed. The report is needed to make the researcher be able to clearly convey the findings of the research.

The writer attempts to use qualitative approach to analyse the data and the quantitative approach is also used to produce quantitative data to strengthen the qualitative analysis. By using this method, the researcher is expected to be able to find out, to identify and to explain the topic of the study.

Discourse analysis will able to reveal the hidden motivations behind a text or behind the choice of a particular method of research to interpret that text. Hence, it is important to bring the concept of discourse analysis as one of qualitative data collection methods to analyse the object in this study in the next chapter. We reach this understanding by analysing the process through qualitative approach to understand how discourse is structured and how it can be analysed.

In this study, the writer chooses Joko Widodo's speech in the 2014 APEC CEO Summit as the object of the study to be analysed. The speech was delivered at China National Convention Center in Beijing on November 10, 2014. It was broadcasted via cable televisions and internet which could be watched by all people around the world.

In this research, the role of the researcher is a data collector that gathers the necessary data as the object of the study. Additionally, the researcher is also an analyst and interpreter that analyses and interprets the interpersonal meanings of the clause within the speech that are realized with the system of MOOD, modality and also appraisal system to answer the research problem. Finally, the researcher works as a writer for conveying the research findings and arranging the conclusion and then completing the report in accordance with the findings.

The data of the study is the script of President Widodo's speech in the 2014 APEC CEO Summit that were downloaded from the official account of Asia Pacific Economic Cooperation (APEC) on youtube site. The

duration of speech delivery approximately was 13 minutes. Meanwhile, the speech transcription was obtained from Republic of Indonesia Cabinet Secretariat official website.

The interpersonal meaning refers to the tenor of discourse which is then identifiable through four units of analysis; those are:

(a) Elements of Context of Situation
(b) MOOD system
(c) Modality, and
(d) Appraisal system

Before the process of analysis of the speech, the writer divides the speech into smaller parts, which are into clauses. The clauses will be analyzed to find its interpersonal meaning. The process of analysis then will be classifying Mood elements (Subject and Finite), Modality and Appraisal into each category in the table, and counting the frequency of each sub-element. In order to make it easy to understand, each element has its own table of the data. On this stage, the writer uses quantitative approach as a supporting data of the qualitative analysis. When those steps are completed, the next step is interpreting and elaborating the result of the data.

RESULT OF THE STUDY
Analysis of Context of Situation

Context of situation is a useful term to cover the things going on in the world outside the text which makes the text what it is. The analysis of the context of situation influences the language used by President Widodo. There are three variables within any context of situation which largely determine the language choices that are made in the construction of any language text. These variables function together and are responsible for the configuration of language features found in any text. According to Gerot and Wignell (1994:11), context of situation can be specified through use of register variables; Field, Tenor, and Mode. After reading President Widodo's speech transcription, then we can find out the Context of Situation Analysis.

Field

Field answers the question "what is the topic of the text?" Field can be divided into three

areas; *Experiential Domain* or what the text is about, *Goal Orientation* or what the text is for, and *Social Activity* or what the text is doing. Obviously, in terms of *Experiential Domain*, this text is about the speech which delivered by President Widodo. President Widodo had the opportunity to represent his country, Indonesia, to deliver his speech in the 2014 APEC CEO SUMMIT in Beijing on November 10, 2014, at China National Convention Center. After reading the whole speech transcription, and examining the lexical choice, the writer found mostly the lexical words that President Widodo used were intended to persuade the audience or investors to invest their money in Indonesia. Then in terms of *Goal Orientation*, the text was used to persuade the audience or investors to invest their money in Indonesia. Meanwhile, in terms of *Social Activity,* in APEC Summit forum which is attended by Pacific-Rim members that seek to promote free trade and economic cooperation throughout the Asia-Pacific region, the speech that is delivered by the leader or representative of a country could be a magnet for investors seeking places and opportunity to invest their money. Therefore, from the Field point of view it can be concluded that this text is about President Widodo's ideas and messages to gain many investors to invest their money in Indonesia in order to reach the economic goal of Indonesia in the future.

Tenor

Tenor answers the question "who are involved?" What kind of person the speaker is, what kind of people the expected audience are and what the relationship between them is. When analysing a tenor of a text, it deals with the status of the speaker to each other. The subject of this Study is President Widodo who was one of speakers in the 2014 APEC CEO SUMMIT. The agentive role that occurred in terms of Tenor for this text is a President as the speaker – World leaders and CEOs who attended the Summit as the listeners. The status relations/power of the participants may have is unequal status. However, there is no superior–subordinate relation among the speaker and the audience.

This is proved by the choice of words that President Widodo used mostly by formal statement.

In terms of *Social Distance* or the amount or nature of contact the participants may have, the writer concludes that since physically President Widodo rarely meets the audience directly, through his speech he build a formal relationship (maximal range) with the audience. It can be seen from the way he greets the audience, he tried to as formal as possible since the relationship between President Widodo and the audience was temporary relationship.

Mode

Mode answers how the language is being used, written or spoken and formal or informal. In terms of *Language Role* or how important is the language in this context, it is *constitutive* (the central element in the context). The medium of the text is written, yet President Widodo channels the text by speaking orally. In other words, President Widodo used spoken mode when he delivered his speech in the 2014 APEC CEO Summit. It is context dependent and has dynamic structure which means that it is part of an interaction in which both participants are usually present, face-to-face, and the speaker has a particular addressee or addressees in mind. However, since this speech is classified as a monologue, the turn taking or feedback is not needed.

GRAMMAR ANALYSIS
Subject Analysis

Table below shows the use of Subject choices, which are produced by President Widodo in the 2014 APEC CEO Summit;

Subject	I	You	We	They	It	That	Who	This	Others
Total	15	5	40	2	4	4	1	7	20
(%)	15,3%	5,1%	40,8%	2,04%	4,09%	4,09%	1,02%	7,1%	20,4%

The most frequent subject choice that was used in the speech is 'We'. Subject 'We' gets the highest percentage for about 40,8%. Subject 'We' here shows that President Widodo was not delivering the speech as himself. He was delivering the speech in the name of Indonesia and the people of Indonesia. Thus, he used subject 'We' instead of 'I'. 'We' here refers to President Widodo and also the whole people of Indonesia. It means that there is a unity between the government of Indonesia and all of the citizens in giving responsible to the country. It also symbolizes the unity of the people that are led by a leader. By mentioning 40 times of using 'We' in his speech, President Widodo implicitly tries to invite the responsibility of his people to support the country and fight together to reach their economic goals. He also tried to show that he spoke at the Summit was not for his own business but for his country and his people. By using subject 'We', President Widodo implicitly involved his people and tried to convince the audience that his country needs a lot of economic capital to achieve the economic goals in order to achieve prosperity for the people of Indonesia. Besides that, it is also a symbol of possession which defines that Indonesia belongs to all citizens of Indonesia, not only an individual. Therefore, all the goals to be achieved are for the sake of nation and state of Indonesia.

The use of the subject of 'We' is also a symbol of politeness. President Widodo spoke in a formal forum as a representative of a country, so it is appropriate for him to use subject 'We' instead of 'I'. Subject 'We' here represents all of Indonesian people, not only President Widodo as an individual. It shows that President Widodo tried to convey implicitly that the responsibility of a president is to represent the country in the name of their citizens in national or international level.

In addition, subject 'We' also indicates an ownership of the people who participated in the 2014 APEC CEO Summit. The people who attended the event were discussing topics of common problems in economic and have several goals in terms of economic issues to be achieved in the future. Therefore, subject 'We' here belongs to them who attended the Summit.

Finite Analysis

The next MOOD element is Finite. The result of Finite Analysis can be seen as follows;

FINITE	Simple Present	Present Continuous	Present Perfect	Present Perfect Cont.	Simple Past	Modal
Total	71	2	2	1	12	10
%	72,4%	2,04%	2,04%	1,02%	12,2%	10,2%

To be easily understood, the writer summarizes the findings of Finite Verbal Operators into primary tense. According to Gerot and Wignell (1994:27), primary tense means past, present or future at the moment of speaking. It indicates the different times at which action takes place. By analysing the tense of the text, we will gain the information about when the speech event is running. Then, the Finite Modal Operators are classified into different type. From the primary tense, we can summarize the result of finite analysis into;

Present	Past	Modal
76	12	10
77,5%	12,2%	10,2%

From Present Tense point of view, President Widodo tends to convey his economic goal of Indonesia through the verbs. Moreover, by using present tense, it also expresses President Widodo's hopes and expectations to make a better life for Indonesian people by developing the economic condition of Indonesia. The finding also indicates that President Widodo gave the general truth at the moment of the speaking. What President Widodo shared was the real condition at the time of speaking.

Modality Analysis

From the previous data analysis of Finite, the frequency of Modality used in the speech for about 10,2%.

MODALITY	High	Medium	Low	Total	Percentage (%)
Modalization					
Probability	0	6	4	10	90,9 %
Usuality	1	0	0	1	9,1 %
Modulation					
Obligation	0	0	0	0	0
Inclination	0	0	0	0	0
Ability	0	0	0	0	0

From the recapitulation above, it can be concluded that President Widodo also used modality that reflected his certainty of probability towards the topic of the speech. Some of the Modalization in the speech indicates President Widodo's attitude towards what he was saying. President Widodo uses modalization to talk about the probability of the subject matter. The degree of certainty of what he said indicates President Widodo's attitude which describe probabilities what he may do for a better future. Then, Modulation was not revealed in the speech. From the counting, there are 6 of 11 modalization elements used by President Widodo which showed the medium intention which implied his scale of sureness of what will happen and what he does for Indonesia in the future.

Mood Types Analysis

These tables below are the result of analysis of mood type from the script;

Mood Types	Speech Function	Mood Element	Quantity	Percentage
Declarative	Statement	Subject + Finite	95	96,9%
Interrogative	Question	Finite + Subject	1	1,02%
Imperative	Command	Subject + Finite, Subject only, Finite only, or no Mood element at all	2	2,04%
Total				

From the data above, it showed that the majority of the Mood type of the speech is declarative for about 95,9%. There are 95 declarative clauses found in the speech. By using declarative clause, a speaker may give some information and statement about something. Gerot and Wignell say that (1994:22) "If a speaker gives you some information, as we are trying to do now, he or she is inherently inviting you to receive that information." Thus, President Widodo was inviting the listeners to receive his point of view through the speech about kinds of issues. In those examples, we could find some information given by President Widodo about the recent situation of Indonesia, the infrastructure development that President Widodo will do in the future, and also invitation to the audience as the future investors to invest their money in Indonesia.

Appraisal Analysis

In this study, a system called 'appraisal system' is used to determine the speaker stances towards the issue. Since interpersonal meaning discusses meanings which express speaker's attitudes and judgments, it also relates to the speaker's stance in judging or evaluating someone or something. Referring to the findings as an appraisal analysis, we can take a look at the result of the data as follows;

Appraisal	Affect	Judgment	Appreciation
Frequency	5	3	11
Percentage	26,31%	15,78%	57,89%

The most frequent appraisal used is Appreciation. In the appreciation we come with aesthetics; assessment of the form, appearance, composition, impact, significance, etc. of human artefacts of natural objects as well as human individual. Based on the appraisal analysis, it can be concluded that President Widodo showed his positive appreciation, positive stance, and positive feeling toward the opportunity for him to speak in economic forum and also toward several things about Indonesia. It shows that President Widodo's speech mostly shares about the quality and potential of Indonesia. President Widodo also recounted about how he wants to develop efficient strategies and plans in order to make his people live prosperously. It can be concluded that the speech is simply a profound praise for Indonesian quality and potential. The writer also concludes that the speaker's stance or attitude towards the goals he wants to achieve is strongly positive.

CONCLUSIONS

Finally, from the analysis of findings and discussions above, the result found that the kind of speech acts used, grammar, and vocabulary define the strategies that President Widodo used in conveying his speech. It could be summarized; from context of situation shows that the speech is kind of persuasive speech, because through his speech President Widodo tried to persuade as many investors as possible to invest their money in Indonesia. From grammar analysis, it can be

found that President Widodo was delivering speech in the name of Indonesia. In delivering his speech, President Widodo also strongly believed that he would be able to reach his goals. It shows that President Widodo was confident to give information to his audiences about the topic. President Widodo also uses modalization to talk about the probability of the subject matter. In terms of appraisal analysis shows that President Widodo's stance or attitude towards the goals he wants to achieve is strongly positive.

As the result, the meaning that President Widodo wanted to deliver was conveyed successfully. It was proved by many attentions that he got after finishing his speech. Many world leaders gave positive response and praised his speech that was different from others.

Based on the findings, it is worth presenting the pedagogical implications that can be considered as the contribution of the study of English education in a foreign language context. For language learners, studying interpersonal meaning of a speech means that we are trying to understand about the speaker's intention in perceiving something by looking deeply on the MOOD and Modality system of the clauses. The system of MOOD and Modality are the keys in understanding the interpersonal relationship between interactants. In addition, by knowing the appraisal system, it will be easy for them to express their judgments or attitudes toward something.

The study of analysing President Widodo's speech can also be used as an example of how to make a good text or speech by focusing on what communicative purpose they want to achieve, how their speech should be structured and what linguistic features they need to employ. These three features characterize a genre that is needed to be studied by language learners in learning English in a foreign language context. If language learners understand the concept of these aspects, it will be easier for them to create good texts and also build meaningful communication in real life.

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