



THE ANALYSIS OF HYPERBOLE AND SYNECDOCHE IN JOKOWI'S POLITICAL SPEECHES ON 2014 and 2015 live on Metro TV

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Abstract: *Speeches became an important media for a president like Joko Widodo (Jokowi) to deliver messages, persuade people, influence audience. The speech making process involved a long discussion between Jokowi and a particular team since they should consider some language aspects such as lexical choices and sentence structure in order to achieve certain goals. With regard to this, languages in speeches became important to be analyzed. There are two objects that will be analyzed. These are: kind of hyperbole and synecdoche expression are used by Jokowi in his two political speeches and How is the utterance of hyperbole and synecdoche expression used in the two of Jokowi's political speeches. The research data consisted of two selected speeches delivered by Jokowi in APEC CEO summit 2014 forum held in November 10, 2014 and the speech delivered in Asian-African Conference Commemoration (AACC) held from 19-21 April 2015. While the research method was a descriptive qualitative research. The data in this research were speech videos downloaded from www.youtube.com. The videos were then transcribed and analyzed. The main research instrument was the researcher himself supported by the data analysis sheet. The data analysis was performed by categorizing the data based on Figurative language categorization which hyperbole and synecdoche. The finding of this research, the researcher found 18 expression in the two of Jokowi's speeches (APEC CEO SUMMIT 2014 and Asian-African Conference Commemoration 2015). In 2014 Jokowi use 11 figurative expressions from 5 expression in hyperbole and 6 expressions in synecdoche. In 2015, Jokowi less use figurative expression. The language that he used was mostly natural language. The figurative language he used in his political speech at 2015 only found 7 expressions; 3 expression of hyperbole and 4 expression of synecdoche.*

Keywords: *Hyperbole, Synecdoche, and Political Speech*

Abstract: Sebuah Pidato merupakan media yang penting bagi seorang President seperti Joko Widodo dalam menyampaikan pesan, mengajak seseorang dan dapat memberi pengaruh terhadap audien. Sebuah pidato kepresidenan melewati proses yang panjang antara Jokowi dan team tertentu karena harus mempertimbangkan beberapa aspek kebahasaan seperti pemilihan kata secara leksikal dan susunan kalimat agar dapat menyampaikan beberapa tujuan. Sehingga, sehubungan dengan ini, bahasa dalam sebuah pidato menjadi penting untuk dianalisa. Ada dua focus penelitian (1) apa saja ungkapan hyperbola dan synecdoche yang disampaikan Jokowi dalam pidato politiknya? (2) apa makna sesungguhnya dari beberapa ungkapan hiperbola dan synecdoche dalam pidato politik Jokowi?. Dalam hal ini, ada dua pidato terpilih untuk dianalisa yaitu pidato yang disampaikan Jokowi di acara APEC CEO summit 2014 forum dan di Asian-African Conference Commemoration (AACC) 2015. Metode penelitian ini adalah metode deskriptif kualitatif. Data dalam penelitian ini adalah bersumber dari video yang didapat dari www.youtube.com yang kemudian di transkripsikan kedalam bentuk tulisan untuk dianalisa. Instrumen utama penelitian ini adalah peneliti sendiri yang didukung oleh lembar analisis. Hasil dari penelitian ini adalah peneliti menemukan 18 ungkapan dalam 2 pidato Jokowi (APEC CEO SUMMIT 2014 dan Asian-African Conference Commemoration 2015). Pada tahun 2014 Jokowi menggunakan 11 ungkapan figuratif yaitu ada 5 kalimat hiperbola dan 6 ungkapan sinekdos. Pada tahun 2015, Jokowi kurang menggunakan

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ungkapan figuratif. Bahasa yang digunakan cenderung pada bahasa natural. Di tahun tersebut, ungkapan figuratif hanya ditemukan 7 ungkapan: 3 ungkapan hiperbola dan 4 ungkapan sinecdoc.

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Kata Kunci: *Hiperbola, Synecdot, Pidato Politik*

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INTRODUCTION

Language as an integral part of human behavior. It is the primary means of interaction between people. The speaker uses language to convey their thoughts, feelings, intentions, and desires to others. Language is used by humans to interact; it is a product of social identity. Some different kinds of speech community produce different kinds of dialect and language. Language is a development of the basic form of communication between human beings, and in society.

People use language variation in different situations and for different purposes too. The variation of a language can be seen from the form of the language, vocabulary, grammar, and style, etc. People choose the word it depends on their habits in expressing and delivering information to the others. Sociolinguistics surveys of language variations give us detailed descriptions of how linguistics details of regional

and social accents and dialect are distributed.

The language skill is the performance of the speakers of language as a tool of communication in their daily routines. It refers to the correct use of the rules of their language. People having a good language skill are those who can apply the rules of the language in transferring information in their communication effectively. The speaker's skill in producing a sentence and transferring information is also caused by applying the rules of language.

Speech communication is a process to share information, meaning and feeling to other people through the exchange of verbal and nonverbal messages. Similar to conversation in daily situations, each person uses different ways to speak in speech communication. In the process of communication, the style is an urgent case. The speaker does not need to state the message directly inside of

communication. Figurative language talks about a very distinctive way how a person uses his or her own language consistently to express his or her ideas. In order to be different from others.

Language cannot be separated from us, because it is so important in every aspect of human life, such as: technology, education, sciences, politics, economics, art and etc. In political speeches for example. It have the imaginative quality and specific characteristic of the language use, such as: denotation and connotation.

In society, people certainly have different ways in the way conveying words or information to others, but sometimes the speaker uses and says the wrong choice of words which sound strange or bad and make the listener feel unpleasant. In political speech hyperbolic expression is almost used by the speaker to persuade the society in accepting the target of campaign, or the content of that conference.

Hyperbole is an ever-present figure of speech in daily communication. It over-exaggerates the speakers meaning through his/her intense feelings and sincere attitude

towards the listener, and hence, it reflects the speakers real intention. Hyperbole received a scant attention in comparison to other figures of speech as linguistic and discourse studies attempted to focus on the listeners response rather than considering the interactive aspect. Hyperbolic expressions have been discussed in informal everyday conversation and academic writing, and almost used again the speeches as detected in Jokowi's political speech Text (Line 6) below:

*...Global injustice and imbalance remain stark. As rich nations, which comprise only 20 percent of the world's population, consume 70 percent of the world's resources, global injustice becomes crystal clear. **As a few hundred super-rich in the north** enjoy ever more comfort and luxury, while 1.2 billion in **the south are helpless in the face of poverty** with incomes of less than US\$2 a day, global injustice becomes increasingly evident...*

The context of the utterances above was that the president Jokowi conveyed that global injustice and imbalance remain severe and seem obvious. From the statement, it can be seen that president Jokowi gave the real example of global injustice and

imbalance by mentioning “*As a few hundred super-rich in the north* enjoy ever more comfort and luxury, while 1.2 billion in *the south are helpless in the face of poverty* with incomes of less than US\$2 a day”. The statement *As a few hundred super-rich in the north* means “the prosperous countries especially in Europe which enjoy the comfort and luxury”, whereas the statement *the south are helpless in the face of poverty* means “the poor countries especially in Asia and Africa which is on misery”.

Jokowi used the utterances *As a few hundred super-rich in the north* and *the south are helpless in the face of poverty* which refer to hyperbole to emphasis the real condition in the world that show the global injustice and imbalance. He seemed to criticize the rich countries in Europe which are very different with the other poor countries in the world.

Therefore, the use of language in politics is not easily understood by common people who do not have good understanding in politics. Language facilitates the idea of a certain country in manifesting political wills and

accompanying political actions with other countries in the world wide.

Jokowi is the president of Indonesia for period 2014-2019. Jokowi owns some unique characteristics, not only from the way he dresses but also the way he speaks in Javanese accent captured national and international’s attention. He is Indonesia’s most talked-about figure because of his down to earth. The way he delivers his speech is identical with simple, brief and straight to the point that makes him different with the former presidents. As quoted from the [Jakartapost. com](http://Jakartapost.com) in the inaugural speech, from the structure of his speech and the former president, Susilo Bambang Yudhoyono, the most apparent different their speeches is the matter of length.

The researcher chooses political speech as the subject of research because it will be different from the previous studies. Political speech is a phenomenon which always gets big attention from the society. The language used in speech should have a big attention from the speaker, it should be good language style which does not make the listeners feel

unpleasant. Political speeches often use high language which not all of people understand it.

There are some researchers who have investigated the topic of Jokowi's political speeches. One of them is researching persuasive strategies in Joko Widodo's political speeches (Nurrosyidah, 2016). In her analysis, Nurrosyidah used Aristotle's theory and she found some persuasive strategies that is used by Joko Widodo. The second researcher examined euphemism used by President Jokowi's political speech at the 60th Asian-African Conference Commemoration (AACC) 2015 (Rachman, 2016). In his study, he was found six from thirteen types and one from five styles of euphemism that is used by president Jokowi's.

In this study, the researcher focuses on the use of hyperbole and synecdoche used by Indonesian president, Joko Widodo or well-known as Jokowi, in his political speeches at the 60th Asian- African Conference Commemoration (AACC) 2015 and APEC CEO SUMMIT 2014. This particular speech of Jokowi is chosen to be researched because this is one of

the newest internationally speeches of president Jokowi who is the current president in Indonesia. Thus, From the reasons above, the researcher takes this study under the tittle 'The analysis of hyperbole and synecdoce expressions in Jokowi's political Speeches'.

Research focus is statement of the problems issue, concern, controversy, that conducts the research in narrow problem (Creswell, 2012). Another expert said that research focus are question that rose in research study to cover process of research (Ary, Jacobs, & Sorensen, 2010). Research focus is questions which are expected to discover through the process of research.

Based on the research context above the researcher formulates the question as bellow:

1. What kind of hyperbole and synecdoche expression are used by Jokowi in his two political speeches?
2. How is the utterance of hyperbole and synecdoche expression used in the two of Jokowi's political speeches?

METHOD

The research was a descriptive qualitative research. Data are mediated through this human instrument rather than through interview, questionnaires, machines, etc (Creswell, 2012). The data in this research were speech videos downloaded from www.youtube.com. The videos were then transcribed and analyzed. The main research instrument was the researcher herself supported by the data analysis sheet. The technique of collecting the data are; 1. watching speeches video from you tube, 2. Try to transcribe the speeches into written text. 3. Selecting the text of two speeches involved into hyperbole and synecdoche. 4. Try to analyse the meaning from selected words or sentences. 5. Decide the result of analysis and compare the finding. The data analysis was performed by categorizing the data based on Figurative language categorization which hyperbole and synecdoche. Each category was, then, thoroughly observed to find the answer of the first and second research questions. The final step was presenting the data and

making a conclusion in reference to the findings of the research.

FINDING and DISCUSSION

a. Kinds of hyperbole and synecdoche expressions involved in Jokowi's political speeches

The first objective of this research is to find out the expressions of Jokowi's political speeches that use hyperbole and synecdoche. Here, the researcher found 6 hyperbole expressions and 5 synecdoche expressions in APEC CEO SUMMIT 2014 speech, while in Asian- African Conference Commemoration (AACC) 2015 speech, the researcher found 3 hyperbole expressions and 4 synecdoche expressions used by President Jokowi. The detail frequency of hyperbole and synecdoche expressions used in Jokowi's political speeches. In reference to the research data, the expression of hyperbole and synecdoche that is used in the two of Jokowi's political speech from year to year (2014-2015) are elaborated as follows:

Table 1: frequency of hyperbole and synecdoche expression in jokowi's political speeches

No	Line	Sentences of speech	Year of speech	Figurative expression	Statement
1	3	The picture shows you our map of Indonesia. We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey. And imagine, we have 17,000 islands.	2014	Synecdoche	The distance is like from London in UK to Istanbul in Turkey
2	3	Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge.	2014	Synecdoche	It's huge
3	7	And we plan to build our railway track, railway network. Now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island. This is your opportunity.	2014	Synecdoche	Now we have already in Java
4	8	Now we talk about mass transportation. We want to build our mass transportation in 6 big cities in Indonesia.	2014	Synecdoche	6 big cities in Indonesia.
5	9	Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more efficient. We want to build from the west to the east. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll.	2014	Synecdoche	We want to build from the west to the east.
6	9	We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. So, the price, the cost of the transportation is more efficient.	2014	Synecdoche	But also mother vessel
7	11	This is also your opportunity to invest in this project. Because we need our power plants for manufacturing, for industrial zones.	2014	Hyperbole	Power plants
	12	Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. I will push my ministers,	2014	Hyperbole	I will push my ministers
8	12	Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. I will push my ministers, my governors, my mayors, to help clear this problem.	2014	Hyperbole	to help clear this problem.
9	12	I have experience with land acquisition when I was a governor	2014	Hyperbole	Land acquisition
10	14	Now we talk business permit. We have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit.	2014	Hyperbole	national one-stop service office
11	3	<i>This was the fervor of the 1955 Asian-African Conference, the essence of the Bandung spirit.</i>	2015	Synecdoche	Bandung Spirit
12	7	<i>As a few hundred super-rich in the north enjoy ever more comfort and luxury</i>	2015	Hyperbole	<i>As a few hundred super-rich in the north</i>
13	7	<i>while 1.2 billion in the south are helpless in the face of poverty with incomes of less than US\$2 a day, global injustice becomes increasingly evident.</i>	2015	Hyperbole	<i>the south are helpless in the face of poverty</i>
14	11	<i>To me, global injustice feels even more suffocating when the Bandung spirit,</i>	2015	Hyperbole	More suffocating
15	20	<i>As a rising economic power, Indonesia, the country with the largest Muslim population on the face of the earth, and the world's third-largest democracy,</i>	2015	Hyperbole	<i>the largest Muslim population on the face of the earth,</i>

No	Line	Sentences of speech	Year of speech	Figurative expression	Statement
16	34	<i>As such, Indonesia has initiated informal meetings among member countries of the Organization of Islamic Cooperation to seek resolutions to the diverse conflicts presently rife in the Islamic world.</i>	2015	Synecdoche	Islamic world
17	31	<i>We must work together to overcome threats of violence, quarrels and radicalism, including the Islamic State movement. We must protect the rights of our people.</i>	2015	Synecdoche	Islamic State movement
18	38	<i>Through this forum I wish to convey my conviction that the world's future lies around the equator, in our hands, the Asian and African nations on these two continents.</i>	2015	Synecdoche	In our hands

The table above shows that in 2014, Jokowi delivered a political speech in APEC CEO SUMMIT almost use hyperbole with 5 expressions and synecdoche with 6 expressions. These expressions are more dominant than the expression found in Jokowi's political speech in 2015 that Asian-African Conference Commemoration (AACC). In 2015, the expression of hyperbole and synecdoche are less used than 2014. It is found only 3 expressions of hyperbole and 4 expressions of

synecdoche. It less appeared than before. The total figurative expression from the two Jokowi's political speeches are 18 expressions used figuratively in the speech.

As the result, the researcher found totally 18 figurative expressions. these are divided 11 expressions (5 hyperboles and 6 synecdoches) in APEC CEO SUMMIT 2014 and 7 expressions (3 hyperboles and 4 synecdoches) in AACC 2015. If it is showed in the chart, it can be shown:

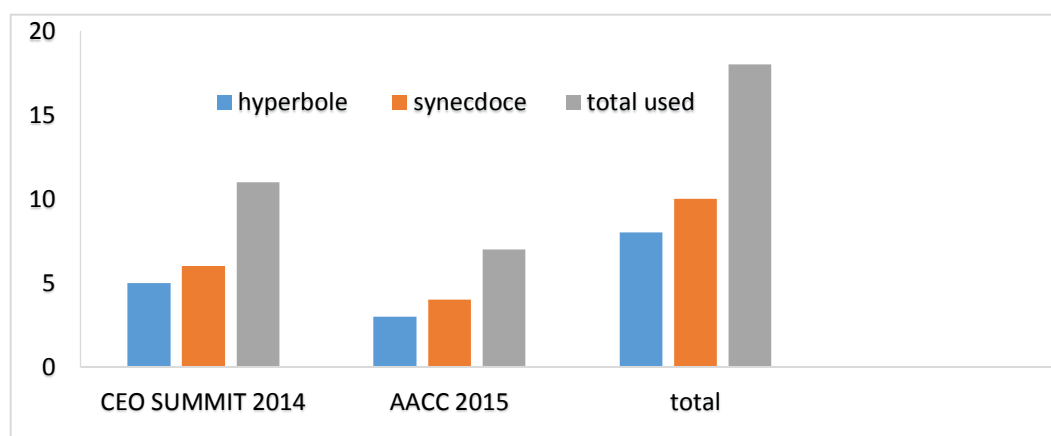


Chart 1. Hyperbolic And Synecdoche Expression In Political Speeches From Year To Year

From the chart above, it was shown that Jokowi used hyperbole and synecdoche mostly generated found at 2014 in APEC CEO SUMMIT more than the expression used in 2015 in AACC. Thus, it can be concluded that Jokowi has lowly less using figurative expression in his speech from year to year as found in this study.

b. The utterance of hyperbole and synecdoche expressions found in Jokowi's Political speech

Second discussion is about the utterances from the expression used by Jokowi in his political speeches. In chapter 2, it has been defined that hyperbole is the exaggerated expression to represent the real essence of the meaning. As clarified McCarthy and Carter, Hyperbole is a kind of 'structuring' of reality where there are competing realities; it can enable sharp focus on one account of reality and downplay rival account, and it brings the listeners into the perspective of the speaker in a powerful way (Christodoulidou, 2011). While synecdoche According to Peter is particular for metaphor (Arifah, 2016). The techniques of synecdoche use a part in order to signify the whole. According the finding, these two

theories involved as the utterance of the expression found in this research

CONCLUSION

Based on the finding of this research, the resercher found 18 expression in the two of Jokowi's speeches (APEC CEO SUMMIT 2014 and Asian-Affrican Conference Commemoration 2015). In 2014 Jokowi use 11 figurative expressions from 5 expression in hyperbole and 6 expressions in synecdoche. In 2015, jokowi less use figurative expression. The language that he used was mostly natural language. The figurative language he used in his political speech at 2015 only found 7 expressions; 3 expression of hyperbole and 4 expression of synecdoche. Thus, the total figurative expressions used by jokowi are 18 expressions; 8 expression used by jokowi were to express the exagerateness of argument to show the power and to strenghten the goal of the political speech, it named as hyperbole and 10 expressions used to show the whole part of things which are figuratively modified in language expression as synecdoche.

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