

The Semantic Analysis of Joko Widodo's Speech on Youtube

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Abstract: In this research, there are several expressions of words that are grammatically used in semantic meaning in Joko Widodo's speech discourse. The data analysis technique used is qualitative descriptive analysis from 10 data on the title Jokowi speech on YouTube and obtained from the observation method. In its disclosure, five types of semantic meaning have been found, namely conceptual meaning, connotative meaning, social meaning, effective meaning and thematic meaning. The type of meaning that is often found is conceptual meaning (38.20%). To follow the flow in a speech script, we can analyze the semantic meaning in it. A speech is a formal presentation given to the audience. A speaker can deliver a good speech as long as the speaker focuses on his goal and tries to convey the goal in the minds of the audience. But sometimes the audience cannot understand what the speaker is saying. In this case, semantic meaning and speech are important things to be researched and studied in depth when applied to social linguistics.

Keywords: Semantic meaning, discourse analysis of Joko Widodo's speech, YouTube coherence Leech theory

INTRODUCTION

Language is a symbol system in the form of sound, is arbitrary, used by a community in communicating, and identifying themselves (Basuki 2018). Language plays an important role in human life, not only used in everyday life, but also used for carry out all activities in human life (Oktavia, 2018). Language as a communication tool will be closely related to the field of semantic linguistics which is a branch of linguistics that learn about the meaning of language. Semantics is the science of meaning is a component and exists in the same linguistics as sound and grammatical components. Semantics is a part of linguistics which become part of the meaning of the language. Semantics examines symbols or signs that express meaning, the relationship of one meaning to meaning others and their effects on humans and society.

Semantics includes the meanings of words, their development and changes. In more detail, semantics is a branch of linguistics whose job is to examine the meaning of words, How did it start, how did

it develop, and why did it happen? changes in meaning in the history of language (Suwandi, 2011:2) Meaning is an ambiguous and most controversial term in theory about language (Ullmann, 2007:65). Meaning can be distinguished based on several criteria, among others, based on the type of semantics, taste value, reference and accuracy meaning (Suwandi, 2011:79). Meaning can also be viewed from an analytical approach or referential, which is an approach that seeks the essence of meaning by means of decipher it. This approach is different from the operational approach who studies words in their use, emphasizes how words are operational (Djajasudarma, 2008:1).

According to Geoffrey Leech (1981:8), meaning can be studied as a phenomenon linguistics itself, not as something outside language. The study of meaning does not consist of only one field of science. Semantics, Pragmatics, and Semiotics, all three of them make meaning as the object of study, but all three examine meaning in different ways according to their focus. Semantics examines the meaning of

an expression or speech system, or the investigation of the meaning of a language in general (Kridalaksana 2008:216).

Discussing meaning, there are some researchers who have done their research in analyzing meaning. According to Djajasudarma, the meaning is the association that exists between the elements of the language itself (especially the words) (Djajasudarma, 2012), while according to Palmer, the meaning is only concerned with the element in the language itself (Palmer, F.R., 1982). Thus, the meaning is an important aspect in a language because the meaning can give an understanding of the matters talked on that spot. As a result, the communication can happen smoothly and understand one another are built in automatically. Nevertheless, if the users of the language in speaking one another do not understand the meaning of the word, then it is unlikely that the speech or topic that is talked on can result in a bias communication (Syarifuddin & Hasyim, 2020).

In this research, Jokowi's speech on YouTube will be examined on language, the use of semantic meaning used in speech, word choice, sentence form, style of speech and message structure. More complex and inherently called discourse (Littlejohn, 1996: 85). In this study, the analytical framework used is offered by Van Dijk (1998). Therefore, speakers and listeners must understand the meaning of each other's language. In addition, Aminuddin said that the sound of language implicitly contains a certain meaning (Aminuddin, 2015). In Indonesia, YouTube is one of the most widely used social media accounts to load news, communicate and is very popular in finding information. In this case, Jokowi's speech is about politics, culture, state development, the latest cases or issues that occur in society. It can be observed from the language used in delivering the speech (Gulen 2021)

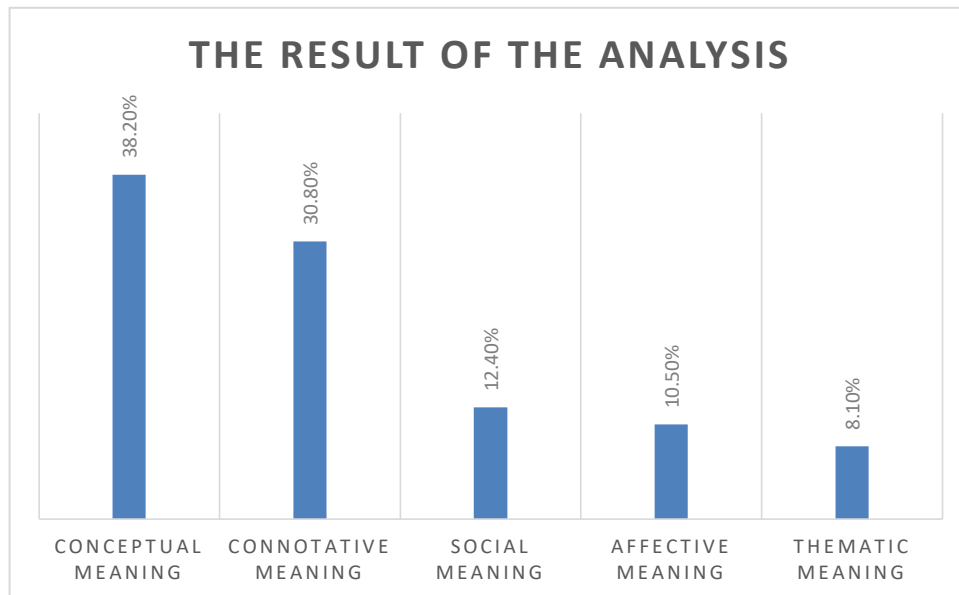
This research mainly discusses the seven types of meanings of leeches in Semantics. Leech said that the importance of meaning in communication becomes a medium between speakers and listeners to understand each other (G. Leech, 1981). Based on Leech's theory, seven types of meaning in semantics are conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. Palmer states that meaning has a broad scope to be defined; rarely causes variation in interpreting a meaning (Palmer, 1991). Based on the explanation above, this research needs to be done. The purpose of this research is to identify the types of meaning in the semantics contained in Jokowi's speech on youtube.

RESEARCH METHODOLOGY

The data in this study are phrases, clauses, and sentences contained in Jokowi's speech on YouTube. The textual meaning and the hidden meaning of a discourse, for example into the scope of microstructure which can be found through analysis of words, phrases, clauses, propositional sentences of discourse texts (Van Dijk: 199) This study mainly discusses the seven types of meanings of leeches in Semantics. The method used in this research is descriptive qualitative. The data collection method used in this research is the observation method.

RESULTS AND DISCUSSION

Based on the analysis of Jokowi's speech on youtube from eight titles studied, the data found are conceptual meaning, connotative meaning, social meaning, affective meaning, and thematic meaning. The results of the analysis in percentages are described in the following chart.



In the chart above, it can be seen that five types of meaning found. They were conceptual meaning, connotative meaning, social meaning, affective meaning, and thematic meaning. There were two types of meaning that cannot be found. They were reflected meaning and collocative meaning. The most meaning found is conceptual meaning. The percentage of conceptual meaning was 38,20%. The lowest percentage of meaning found was thematic meaning. It is 8,10%.

Conceptual Meaning

Conceptual meaning is also sometimes called "cognitive meaning". Conceptual meaning is considered as the central factor in linguistic communication. The characteristic of the conceptual meaning is close ended. It means that the renewal of the former meaning of a word does not occur at all at any time. In other words, the conceptual meaning of the word never changes from the beginning until the disappearance of the word itself.

In Joko Widodo's speech, there are many conceptual meanings and some data was found that are classified as conceptual meanings. The analysis is as follow:

1. Kita harus mendukung mobilisasi "teknologi" bagi negara kita dan negara

berkembang.

2. Dalam masa pandemi ini kita harus menjamin akses pelayanan "pendidikan" yang merata

Referring the data above, it can be analyzed that the expressions has a conceptual meaning. The conceptual of the first data (1) is the word "teknologi"(technology). The word teknologi(technology) is the development and application of various equipment or systems to solve problems faced by humans in life daily. And then technology is also referred to as a tool, machine, method, process, activity or idea that is made to facilitate human activities. Humans use technology in the fields of communication, learning, transportation, business, manufacturing, data security and so on. The definition of technology is broad, everyone has their own way of understanding its meaning

In the second data (2), there is a keyword that was indicated as conceptual meaning. The conceptual meaning of the word " pendidikan"(education). Pendidikan(education) is Education is the learning of knowledge, skills, and habits of a group of people passed down from one generation to the next through teaching, research and training. Through education,

school parents delegate their duties and authority in educating children to the school. Pendidikan(education) means an effort to guide the natural strength of each child. So that they are able to grow and develop as humans and as members of society who can achieve safety and happiness in their lives.

Connotative Meaning

According to Leech (1974: 40-41) connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. It will be clear if we are talking about connotation, we are in fact talking about the “real word experience”. Someone associates with an expression when someone uses and hears it. The fact that if we compared connotative meaning with denotative meaning is that connotations are relatively unstable; that is they vary considerably we have seen, according to culture, historical period, and the experience of the individual. Although all the speaker of particular language speaks the language exactly the same conceptual framework, actually each of them has individual perception of words. Connotative meaning is indeterminate and open in the same way as our knowledge and belief about the universe are opened-ended. Connotations play a major role in the language of literature, of politics, of advertising, and a greeting card.

In the data source, some data of connotative meaning was found on youtube Joko Widodo speech. The data were analyzed and discussed in the following description :

1. Ini sangat penting dalam hal kita “menapak” pada kemajuan negara kita indonesia
2. Penegakan hukum harus “tampah pandang bulu” ini di lihat oleh masyarakat dan mereka menilai.

Referring the data above, it can be analyzed that the expressions has a connotative meaning. The connotative of

the first data (1) is the word menapak, the word menapak means tread. From the data above, we can see that the speaker emphasized that the most important thing is that we must step honestly for the progress of the country in running the wheels of good governance.

In the second data (2), there is a keyword that was indicated as connotative meaning. The connotative meaning of the word tanpa pandang bulu. tanpa pandang bulu means is not discriminating against people. Indiscriminate comes from the root word "see". The speaker emphasized that in the Covid-19 issue, the economies of all countries are in chaos, big and small countries don't care, they are crushed. Especially legal issues. Don't be picky or indiscriminate. But, what is clear, right now, is that everyone, officials, ministers, generals, if they are not trustworthy, are corrupt, will be indicted by the KPK. Anyway, there is no favoritism.” General, minister, if they deviate, they must be imprisoned so that everything is equal and fair.

Social Meaning

Social meaning is the meaning conveyed by the pieces of language about the social context of its use. The decoding of a text is dependent on our knowledge of stylistics another variations of language. We recognize some words or pronunciations as being dialectically. As telling us something about the regional or social origin of the speaker. Social meanings related to the situation in which an utterance is used. It is concerned with the social circumstances of the use of a linguistic expression⁵ (Tarigan, 2020).

In the data source, some data of social meaning was found. The data were analyzed and discussed in the following description.

1. Munculnya banyak permohonan keadilan yang terkait dengan undang-undang dan juga perkara Pilkada, tetap membuat MK mampu menyelesaikan

perkara tepat waktu.

2. Mari kita pegang teguh nilai-nilai toleransi, Bhinneka Tunggal Ika, gotong royong, dan Pancasila dalam bermasyarakat, berbangsa, dan bernegara.

Beside on the data above, they can be analyzed as social meaning. In the data (1), Munculnya banyak permohonan keadilan yang terkait dengan undang-undang(Constitution) refers to social meaning. Here is the word undang-undang(Constitution) has social meaning, which means the result of the act of regulating or everything that has been regulated. Laws or legislation are laws that have been passed by the legislature or other elements of resilience. Before being passed, the law is referred to as a draft law. And the word Pilkada(election of regional heads). Pilkada (Regional Head Election) is an election conducted directly by residents of the local administrative area who have met the requirements.

In the second data (2), there is a keyword that was indicated as social meaning. The social meaning of the word toleransi. Toleransi means tolerance, which means patience and restraint. Meanwhile, in terms of terminology, tolerance is an attitude of mutual respect, expressing opinions, views, beliefs between fellow human beings who are contrary to oneself. And the word gotong Royong (mutual cooperation) is a term for working together to achieve a coveted result. This term comes from the Javanese words gotong which means "to lift" and royong which means "together".

Affective Meaning

Affective meaning is related to speaker's point of view about something being talked. Function of affective meaning in language is to express personal feelings or attitudes to the listener (Tarigan, 2020). Leech stated that it is kind of language which reflects the personal feelings of the speaker includes his attitude towards something he is talking about (G. Leech,

1981). It expresses the speaker's emotion or feeling about something that is happened according to the situation because associative meaning relates to the emotive devices.

Based on the analysis, it was found some data of affective meaning. The explanation of the analysis described as follows:

1. Saya menyadari adanya kepenatan, kejenuhan, kelelahan, kesedihan, dan kesusahan selama pandemi Covid-19 ini.

2. Pandemi Covid-19 juga memberikan hikmah kepada bangsa Indonesia bahwa krisis menuntut konsolidasi kekuatan negara untuk melayani rakyat

Referring the data above, it can be analyzed that the expressions has an affective meaning. The affective meaning in the data (1), the word was indicated as affective meaning. The words kepenatan, kejenuhan(fatigue), Kelelahan(boredom), kesedihan(sadness) dan kesusahan(distress) its means The speaker understands the feelings of the people who are suffering greatly in this Covid-19 situation. And he wants to give his best to get rid of the sadness, fear and disappointment of his people.

In the second data (2), there is a keyword that was indicated as affective meaning. The affective meaning of the word krisis (crisis) is A crisis is any ongoing event that leads to an unstable and dangerous situation that affects individuals, groups, communities or entire societies. The speaker realized that this crisis brought learning to better himself. An unexpected major event that has a potential negative impact on both the company and the public. This event may significantly damage the organization, employees, products and services produced by the organization, financial condition and reputation of the company.

Thematic Meaning

The last type of meaning that Leech attempts to distinguish is thematic meaning.

Thematic meaning is what is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus, and emphasis (G. Leech, 1974). We always feel that an active sentence has a different meaning from the same passive sentence and in conceptual way that sentence is like the same.

Based on the result of the analysis, some data of thematic meaning was found. The data that classified as thematic meaning was described in the following sentences.

1. Kemudian terus juga saya sampaikan ini juga menjadi kunci kecepatan vaksinasi, harus terus dipercepat maka saya yakin negara kita akan pulih dengan baik.

Referring to the data above, it can be analyzed that the expressions have a thematic meaning. In the data (1), the phrases *kemudian terus juga saya sampaikan ini juga menjadi kunci kecepatan vaksinasi*, (continue to be extended) *harus terus dipercepat* maka saya yakin negara kita akan pulih dengan baik. have similar meaning but it is presented in different form. The phrase *kecepatan*(speed) *vaksinasi* (continue to be extended) has a form as declarative and the phrase *terus dipercepat*(accelerated) has a form as statement. The meaning is the same to inform about the acceleration of Covid-19 must be pursued properly so that people can immediately lead a normal life. With full confidence, the speaker revealed that the sentences repeated, *kecepatan* (speed) and *dipercepat* (accelerated), had the same meaning. They really had to work hard in accelerating vaccinations in every region in order to gain immunity to overcome this covid-19.

CONCLUSION

Based on the data and discussion above, it is concluded that from the seven types of meaning in semantics, it has only been found that there are five types of meaning in semantics in Joko Widodo's

speech on youtube. The results of the identification of the eight speech titles. Then there are 320 types of meaning in semantics from the total number. And the meanings found are conceptual meaning (38.20%), connotative meaning (30.80%), social meaning (12.40%), affective meaning (10.50%) and thematic meaning (8.10%). From the results of the analysis of Joko Widodo's speech on youtube, the most common type of meaning found is conceptual meaning (38.20%). The lowest found is thematic meaning (8.10%). There are two types of meaning in the semantics of Joko Widodo's speech on YouTube which are not found in the data source.

From the most widely found data, it can be seen that most of what was spoken by Joko Widodo used more conceptual meaning to express or convey his opinion in the media and in the general public. So, this is one of the speeches of a leader who has a unique style of language, namely Jokowi. Based on the uniqueness of Jokowi's speech style accompanied by direct communication with the people, Jokowi has advantages over previous Indonesian presidents.

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