

IDEOLOGY REPRESENTATION OF 'US' AND 'THEM' THROUGH MATERIAL PROCESSES OF TRANSITIVITY IN YUDHOYONO'S PRESIDENTIAL SPEECH TEXTS

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Abstract

Language is not ideologically free. Every language use is the representation of ideology. This paper discusses the ideology representation of "us" and "them" through the material processes of transitivity in Yudhoyono's presidential speech texts. This paper uses qualitative method in analyzing the data. It is description, interpretation, and explanation. It is from five speech texts talking about peace and climate change, delivered in international forum. The data is in form of words, phrases, or clauses which are classified into material processes. From perspective of Van Dijk's structure and principles of ideology, the data are analyzed. Results reveal that the president expressed material processes with the actors of *we* both inclusive and exclusive, and other proper nouns such as Indonesia and ASEAN. *We* inclusive refers to the president and all the audience in the forum, while *we* exclusive refers the president and other people outside the people in the forum. It refers to the speaker and Indonesian government or citizens, or to ASEAN. All the actors in material processes are indicated to be the active actors who carried out some processes to achieve a certain goal. With regard to the agendas in the forum, the actors fully support and commit to all efforts to reach the goal of better world condition, in particular concerning with peaceful condition and better environment. Then, through the expressions in material process of transitivity, the president constructed the positive face of the in-group.

Keywords: Material process, presidential speech, 'us'-'them' polarization

A. INTRODUCTION

Presidential speeches are good practices of language use where there is also reinforcing of ideology as a language used is not ideologically free. Speeches and remarks could have a function through the language used. As presidential speech is categorized into political speech, the speech delivered has a salient meaning through the language expressed. It is defined by Van Dijk (1997: 12) political discourse is about the text and talk of professional politicians or political institutions, such as presidents and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels. It is because the

presidents the one who delivered the speeches, at the same time, as the representative of the nation.

The president delivered his speeches in international forum using expressions of material processes of transitivity. In line with this, the president does not merely explain explicit messages enforcing the linguistic features, but also hidden agendas wrapped in the choices of linguistic elements as a medium to express their thoughts and ideology. Implicitness is one of the important features of political texts (Blackledge, 2005: 96), although the implicit meaning of political texts is easily overlooked from the contexts.

Studies on Yudhoyono's Presidential speeches also vary, from linguistic point of view and other angles of social studies. Harjanti (2006) examined the speech act of the president Susilo Bambang Yudhoyono from pragmatics point of view, especially of representative acts, commissive acts, directive acts, expressive acts, and declarative acts. Luhukay (2007) analyzed SBY speech from three aspects in Aristoteles rhetorical Ethos namely Intelligence, Character, and Goodwill. Jupriono (2010) then investigated the explicit and implicit meanings of historical setting of the President SBY's speech during 2004-2010. Kusumawati (2012) analyzed the structure of SBY's international speeches, the text arrangement, and the grammar (word choice, clause and sentence element, figures of speech, pattern of clause change). Sulistyarningsih (2013) focused on the thought patterns of SBY's English speech texts analyzed through the structure of discourse whether linear or circular pattern and it is viewed from the Javanese philosophy. All of the researches were different from this paper.

This paper discusses the construction of 'us' and 'them' in material processes of transitivity in Susilo Bambang Yudhoyono's presidential speech texts delivered in international forum during his presidential terms with the topics of climate change and peace. In particular, the construction of 'us' and 'them' that leads to the ideology on the positive representation of themselves.

B. LITERATURE REVIEW

1. *Transitivity on Material Process*

Transitivity is one of Halliday's systems of language metafunctions. It deals with the ideational metafunction of language. The ideational meaning serves for the expression of content in language that expresses cognitive meaning (Halliday, 1971: 332). In this metafunction, the functions can be as reactions of something, cognitions, and

perceptions and also linguistic acts of speaking and understanding. The transitivity system includes six processes: material, behavioural, mental, verbal, relational, and existential (Halliday and Matthiessen, 2004: 171). The term process is used here in an extended sense to cover all phenomena and anything that is expressed by a verb; this can be an event, whether physical or not, state, or relation.

One of them discussed in this paper is material process as the theoretical used. Material processes of transitivity are processes of doing, usually physical and tangible actions. Halliday (1985: 103) calls them action clauses expressing the fact that something or someone undertakes an action or an entity "does" something which may be done to some other entities. These processes can be probed by asking what did x do? In this process, two prominent participants usually appear are the Actor (the doer of the process) and the Goal (the person or entity affected by the process). For examples, (a) John (*actor*) hit (*process*) the ball (*goal*), and (b) The vase (*actor*) broke (*process*).

2. *Ideology*

Ideologies are primarily some kind of ideas, that is, belief systems (Van Dijk, 2006: 116). These belief systems are socially shared by the members. Ideologies also consist of social representations that define the social identity of a group, that is, its shared beliefs about its fundamental conditions and ways of existence and reproduction. Related to the language used, language is a material form of ideology (Fairclough, 1995: 71) and language is invested by ideology. Ideology is located either in language structures or language events. Ideological structures can be expressed in so many different ways, it is useful to have a method to find ideology in texts. It can be through going back for a

moment to the nature of ideologies. These were represented as some kind of basic self-schema of a group, featuring the fundamental information by which group members identify and categorize themselves, such as their membership criteria, group activities, aims, norms, relations to others, resources, etc.

From the idea of 'us' and 'them' polarization, it can be noted the organization of information about membership, activities, aims, norms, relations and resources. Hence, in relation with the such the construction of 'us' and 'them', the information is associated with group identity and also with ideologies. It distinguishes 'us' from others by such information.

In relation with ideology, polarization of 'us' and 'them' is the form of positive self-presentation and negative other-presentation. It is not only a very general characteristic of group conflict and the ways we interact with opposed groups, but also characterizes the way we talk about ourselves and others (Van Dijk, 2000:44). It says positive things about 'us' and says negative things about 'them'. In more details, he also proposes the four conceptual square in structuring the expression of ideology. They are emphasize positive things about 'us', emphasize negative things about 'them', de-emphasize negative things about 'us', and de-emphasize positive things about 'them'.

C. METHODOLOGY

This paper uses the method of qualitative research. It is description, interpretation, and explanation of Susilo Bambang Yudhoyono's presidential speech texts. The five speech texts are retrieved from the internet, from the official presidential website, www.presidentri.go.id, website of Permanent Mission of the Republic of Indonesia to the United Nations, New York, www.indonesiamission-ny.org, and other

relevant web addresses with the topic of peace and climate change. Words, phrases, and clauses of the Indonesian presidential speech texts are the data of the study. Data coding uses cardinal numbers for numbering the data source (number speech text) and reference. For example (D1, Ref.1), it means the data is taken from data source 1 and reference no.1. To answer the question how the president construct 'us' and 'them' related to the expression of ideology through material processes in the speech texts, then, it is used Van Dijk's structure and principles of ideology.

D. RESULTS AND DISCUSSIONS

Material processes comprise processes of doing which can answer the question of 'What did X do?' or What happened? There is an actor, process, and goal. In president's speeches, there are many expressions showing the actions from various actors. The actors can be "I", "we", "Indonesia", "developed countries", "developing countries" that perform any processes to achieve a certain goal. The following examples demonstrate the material processes used in the texts.

- (1) *We gather here today in Pittsburgh amidst the early signs of what we hope would be a rebounding world economy but at a critical time for the climate change negotiations. (D1, Ref.1)*
- (2) *Many of us have just attended the UN High Level Summit on Climate Change in New York and made our respective statements at that important forum. (D1, Ref.2)*
- (3) *First, no matter how difficult the challenge before us, let us make history by ensuring that Copenhagen will not fail. (D1, Ref.6)*
- (4) *We have to produce the necessary emission cuts to reach the targets that the scientists say we must. (D1, Ref.9)*
- (5) *We all must play our part to secure our climate future. (D3, Ref.16)*

The actor of examples (1) until (5) are we doing a certain process in achieving a goal. In connection with the inclusive and exclusive *we*, the actors here refer to the inclusive *we* comprises the speaker and the attendance. The speaker explicitly encouraged all of the people in the forum to always render positive contributions toward the issue of climate change. It makes sense that all people in the forum must commit to have an equal responsible dealing with the environment without any exception. Then, to put the degree of each role and responsibilities, the president distinguished them in term of the use of the inclusive and exclusive *we* as the actor.

The actor of *we* does not only represent the speaker and the entire audience but it also depicts the speaker and the Indonesian citizen including the government. Some of the examples how the president delivered the mental processes with its actors doing some actions are as follows.

- (6) *We are devising an energy mix policy including LULUCF (Land Use, Land Use Change, and Forestry) that will reduce our emissions by 26 percent by 2020 from BAU (Business As Usual). (D1, Ref. 13).*
- (7) *We will change the status of our forest from that of a net emitter sector to a net sink sector by 2030. (D1, Ref. 14)*
- (8) *In the next 10 years, we are also making our public transportation to be more environmentally friendly including developing mass rapid transit. (D1, Ref. 17)*
- (9) *We are also actively pursuing bilateral forestry cooperation. (D3, Ref. 11)*

From the examples (6) – (9) above, it is easy to understand that the actor *we* refers to both the speaker (president of Indonesia) and the government of Indonesia. The processes of doing, either for current or future processes, provide a nuance that the Indonesian government always takes part in

any kinds of efforts for better quality of the world. The efforts are started from the small scale in the country and the larger scale for regional and international levels. All efforts have the same purposes in achieving a certain goal envisioned by all nations.

In this material processes, there is also another actor which does not refer to merely the speaker himself and the government but explicitly goes to Indonesia. Although, Indonesia as an impersonal pronoun cannot take action, but it is obvious that Indonesia is the actor.

- (10) *Accordingly, Indonesia, along with six other neighboring countries, has initiated the Coral Triangle Initiative, an effort to preserve the wealth of marine resources that are widely regarded as the Amazon of the Oceans. (D1, Ref. 18)*
- (11) *Indonesia also initiated the Coral Triangle Initiative (CTI) with five other countries to sustainably manage the marine and coastal resources of our region. (D2, Ref. 5)*
- (12) *Indonesia has also initiated with 10 tropical rainforest countries the Forest-11 joint cooperation, to ensure that our forests will be a key part of global climate solutions. (D2, Ref. 4)*

In the preceding examples (10) – (12), although the actor is explicitly mentioned as Indonesia, it cannot be denied that Indonesia in this sense also designates the speaker as the leader and the government. The actors in the above are Indonesia in collaboration with other countries that could certainly have the same goal. In this collaboration work, it is also obvious that Indonesia has a significant and active roles by initiating any useful programs. Accordingly, in relation with the idea of climate change and world peace, Indonesia and other same-vision countries have tried their best attempts through various policies.

After considering the collaboration of Indonesia and other countries, in the speech text it is also found that the president frankly

spoke the real efforts of Indonesia itself without any interference from other countries to manage any issues in the world.

- (13) *Indonesia has made climate change a key priority in Indonesia's national budget for 2010, reaching half a billion dollars, which includes preservation and expansion of our tropical rain forest cover. (D2, Ref. 3)*
- (14) *Indonesia has also established various funding initiatives to support the low carbon emission development. (D3, Ref. 7)*
- (15) *At the global level, Indonesia has spearheaded greater cooperation to conserve and manage forests sustainability through the Forest Eleven Forum. (D3, Ref. 10)*
- (16) *Indonesia therefore reiterates its call for the immediate cessation of violence in Syria, which has taken a high toll on innocent civilian lives. (D4, Ref. 1)*

The real works of Indonesia as stated in (13) – (16) are claimed to be a continuous work that is proved by the use of present perfect tense. Not only in the past time that Indonesia worked on the good efforts to achieve the goal of better condition of the world but also nowadays and perhaps will be continued for the future. Instead of a continuous work, dealing with the issue of peace it also becomes general activities if not a habitual action indicating a big concern of it. So, the processes that the actor pursued are mainly to achieve a certain purpose.

Furthermore, both actors of developed and developing nations are also advised to perform their robust processes in achieving a certain goal.

- (17) *Developed nations must take the lead, but developing nations must also seriously do their part. (D1, Ref.12)*
- (18) *To this end, developed countries must take the lead in our global effort to combat climate change, while developing countries should also engage in much broader actions to go beyond business as usual. (D2, Ref.2)*

From the above description of the use of material processes in the texts, developed nations/countries as the actors performed a certain action regarding to the current significant issue on climate change. Although there are different advised role from the speaker, the division of it could be based on the speaker's evaluation of the suitable role for each part. To accomplish the goal of each issue, an appropriate attempt is needed. From this point, the speaker conveyed his ideas to this related matter on how to deal with the respective goal.

In addition, the speaker also expressed himself as the actor in a process. There are only four material processes with the actor of the speaker himself by using the personal pronoun *I*.

- (19) *I have actively followed - as some of the Leaders here have also - the meetings and discussions of the leaders on climate change in New York in 2007, at the APEC summit in Sydney, at the UN Conference on Climate Change in Bali, at the ASEM Summit in Beijing, at the G-8 Outreach in Japan and at the previous G-20 Summits in Washington DC and London. (D1, Ref. 3)*
- (20) *I have keenly observed and followed the statements and commitments from fellow leaders. (D1, Ref. 4)*
- (21) *I have also followed the views of our parliaments, scientists, and environmental activists. (D1, Ref. 5)*
- (22) *I observe that today the international community is concerned about the danger of the old Cold War returning to our fold (D5, Ref. 4)*

The actor in the material processes above is *I*. Explicitly, it refers to the speaker himself. The president took action for 'observe' and 'follow' as an individual, both for the theme of peace or climate change. In examples (19) and (20), the speaker inserted an adjective for the verbs in material process

to emphasize the degree of his own effort to deal with any world's issues. He was not in position of motionless but in reserve. Although he was just following people or institutions, not just as people who are still but it has been through a thorough observation before. The expressions seemed to show his personal quality as a good leader.

In addition, in example (21) the speaker said that he followed and asked others in pursuing a certain action. It means from his expertise, he has no adequate knowledge to do so. It is a bit different from what is found in (22). He has personal view on what happened and what the international community experienced with. Then from the material processes with the actor *I* in the speech texts, it is good to come to know that the president as an individual did not take any crucial actions related to the world's issues without any concrete examples from other experts.

The material process has two inherent roles associated with transitivity. The first is the actor, the mandatory element expressed in the clause representing the actor or the doer of the process. The second is an optional objective representing the person or entity affected by the process (Simpson 1993: 89).

The first part of examples, (1) – (5), positive images of the speaker and all the members of the forum were presented. The actors are occupied by the in-group represented by the use of personal pronoun 'we' who are engaged in doing or endorsing processes to achieve certain goals either concerning with the environment or the world peace. The expressions were used to highlight the high commitments from all to prove the in-group ability in realizing the proposed goals. The use of actor 'We' inclusive is believed to convince the entire audience that either the speaker and the audience are in the same level and position to build a better world.

The next examples (6) – (9), the actors were presented by 'we' representing the speaker and the Indonesians. 'We' exclusive defined the role actors in doing the process of reaching the targets. From all the statements, the speaker posited the 'we' inclusive in different place comparing to other groups. It is understood that through its actor role, a significant process defining the goal becoming the statement of ideology.

The use of proper noun as the actor were also colouring the statements from the president in delivering his speech. Here, the 'Indonesia' role actor verily reflected the role of the speaker. By mentioning Indonesia as the doer, it pointed to the president as an Indonesian leader in carrying out some processes to meet determined targets. This strategy is to emphasize the active and dynamic role of Indonesia as a nation among the members and to display where the Indonesia position was regarding to the achievement of the common goals of all members.

In addition, there are the use of common nouns as an actor role in the speech texts particularly in examples (17) and (18). The polarization of developed and developing countries with their respective responsibilities both provides a positive connotation to illustrate their respective roles in holding a good attitude toward the goals, as supporters of any programs, and as rescuers who intend to solve any problems.

The material processes were mostly in transitive that determined the dynamic process from the participants. This denotes that the speaker encodes concrete, real, and tangible actions which are meant to operate motion, movement, or change performed by the actors. The transitive points out performed actions, which emits that someone acts on something or someone in the text.

Examples (19) – (22) provide an insight that the actor is 'I', the speaker. He

explicitly stated his personal quality compared to others, the audience, out-group or common people in the world. He put simply the positive images of himself among the audience. He emphasized his own role on every effort toward the betterment of the world conditions. Not only he emphasized his actor role, but he also discussed other roles in this group. The presentation of positive images of the in-group still became the main point of his statement in the speech texts.

E. CONCLUSIONS

From the analysis, the speaker constructed positive face of themselves through the use of transitivity material processes. The actors comprise both inclusive and exclusive *we*, Indonesia, ASEAN, and he himself. *We* inclusive refers to the speaker and the audience in the forum, *we* exclusive refers to the speaker and other people outside the forum where the speaker became part of the group. Sometimes, the actor is indicated by the use of proper noun that in fact refers to he himself and his group. To construct positive face of themselves, the expressions of the ideology mostly through the exposure of the actors that perform some processes to achieve a certain goal. The actors are represented to be the one who give some supports and have high commitments to the agenda concerning with the efforts to reach the betterment of the world condition, especially dealing with environment and peace.

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