

Chapter I

Introduction

1.1 Background of the Research

Language functions as a crucial medium for the transmission of messages and the construction of meaning across diverse domains, including economics, politics, law, health, and culture. Its role extends beyond mere communication, serving as a vehicle for shaping social realities and influencing human behaviour within various institutional and societal contexts. Therefore, Language has the role of explaining or conveying information; for example, we can discuss the COVID-19 pandemic and its related policies. Policies related to COVID-19 are formed by language, and these policies can be analysed through linguistic analysis. Given the effect of COVID-19, for instance, policies had been issued in such a way that the problems it had caused could be mitigated.

COVID-19 has affected every country in the world. Many countries suffered from the recession, such as South Korea, Japan, Germany, England and Thailand (CNBC, 2022). Due to the economic problems, many countries had to make policies for their good or benefit. Indonesia is no exception. In particular, Indonesia had problems with economic stability and food security during the COVID-19 outbreak. The most worrying issue was the availability of cooking oil. By early 2022, Indonesia was struggling to supply cooking oil to its domestic market (CNN, 2022).

In response to the cooking oil crisis, Mr Joko Widodo (also popularly known as Jokowi) released policies concerning CPO export. He made the policies public through his speeches. On Wednesday, April 27, 2022, Mr. Jokowi delivered his speech in which he said that the Indonesian government would ban the country's

CPO exports (CNBC, 2022), due to the cooking oil shortage in the country at the time. Interestingly, approximately a month later, on Thursday, May 19, 2022, President Jokowi made another speech that cancelled the first policy on the CPO export ban: the Indonesian government permitted CPO exports again (Natalia, 2022). For ease of reference, the first speech will be referred to as speech A (banning CPO export) and the other speech B (allowing CPO export). Both speeches are somewhat confusing as they were released in a relatively short time. For this reason, this study is intended to examine the ideational meanings, a concept based on Systemic Functional Linguistics (SFL), of the two speeches. This study is expected to reveal some ideational meanings that make the two speeches similar or different.

In speech A, banning the export of CPO would have significant effects on the Indonesian economy. A sentence from Speech A reads *“Oleh sebab itu, pemerintah memutuskan untuk melarang ekspor bahan baku minyak goreng dan minyak goreng ke luar negeri”* (Therefore, the government decide to ban exporting raw materials of cooking oil and cooking oil abroad-my translation). This sentence has the transitivity structure shown below:

Oleh karena itu	pemerintah	memutuskan	untuk melarang ekspor bahan baku minyak goreng dan minyak goreng ke luar negeri
	Senser	Process: Mental	Phenomenon
<i>Therefore, the government decided to prohibit the export of raw materials for cooking oil and cooking oil abroad.</i>			

The example above shows the transitivity structure that explains the purpose of the policy, which is to ban exporting cooking oil. This sentence would change reality given that the Senser is a head of state.

Jokowi delivered Speech B that allowed the CPO Export. In this speech, Mr. Jokowi in part said, “... *saya memutuskan bahwa ekspor minyak goreng akan dibuka kembali pada Senin, 23 Mei 2022.*” (...I decided that cooking oil exporting will be allowed on Monday, May 23, 2022 – my translation.). The sentence shows the transitivity structure as following:

Saya	memutuskan		bahwa ekspor minyak goreng akan dibuka kembali pada Senin, 23 Mei 2022
Senser	Process: Mental		Phenomenon
<i>I decided that cooking oil exports will reopen on Monday, May 23 2022</i>			

The example above shows the contradiction of speech. This can be seen in the sentence that said: “.... *akan dibuka kembali pada Senin, 23 Mei 2022*”. If the both speeches are seen by transitivity structure, it has a different phenomenon between speech A and Speech B.

The two sentences are relatively similar except for the choice of the Participant ‘*pemerintah*’ in Speech A and ‘*saya*’ in Speech B. Both are interchangeable in the two clauses. The fact that the speaker (President Jokowi) spoke of them the way he did is a meaningful choice that needs further investigation.

Given the contradictory nature of Mr. Jokowi’s two speeches, the writer would like to know more about their textual properties that might shed light on their experiential and logical meanings (further explained in Chapter 2). Naturally, since each speech serves a different purpose, it is expected that each is worded differently and hence it is meant differently. Hasan (1996) argues that, in delivering information, different ways of saying mean different ways of meaning; what one

says is indicative of how he or she means it. The verbal language can be affected by culture or social life, which develops characteristic ways of meaning.

Speech serves multiple functions, extending beyond merely conveying information. It can also persuade, influence, and even incite individuals to align with the presented ideas. A speaker has the power to shape someone's beliefs, regardless of whether their message carries a controversial meaning. Thus, speech can be regarded as a reflection of one's leadership. The use of inappropriate language in speeches, particularly in terms of logical reasoning, may affect society, as people will interpret the message in their own way (Anshori, 2020).

These two speeches hold significant importance as they were delivered by Indonesia's head of state, Joko Widodo. In terms of content, both speeches address controversial policies regarding CPO—one banning it and the other allowing it, each serving as a political tool to ease social tensions at the time. When analysing or critiquing government policies, as discussed above, political observers often interpret and comment on Mr. Jokowi's speeches based on their own assumptions. This leads to differences in linguistic and other analytical approaches in studies. From a linguistic perspective, textual properties within Mr. Jokowi's speeches can be examined, which provides empirical data for further analysis.

Both Jokowi's speeches on banning and permitting CPO export policies were delivered at a short interval, approximately one month. In this study, the writer will use Systemic Functional Linguistics (SFL) developed by Michael Halliday to find ideational meaning in the two speech texts. Ideational meaning in a clause consists of experiential and logical meaning. The experiential meaning is that the sentence represents the content of experiences examined by transitivity structure (Thompson,

2013), and the logical meaning is the relationship between ideas and sentences in complex clauses (Thompson, 2013). Given the different purposes of the two speeches, they are likely to have different experiential and logical meanings.

1.2 Scope of the Research

This research focuses on two speeches of Mr Jokowi about crude palm oil export policies. Speech A banned CPO export, and Speech B allowed CPO exporting. Both speeches became controversial because they were delivered in approximately one month. The writer will reveal a deeper level of content or meaning in both speeches using systemic functional linguistics (SFL) theory. In particular, the writer intends to examine the ideational meanings contained in the speeches. While the ideational meaning will be unpacked through transitivity analysis, the logical meaning is uncovered through taxis and logico-semantics (further explained below).

1.3 Identification of the Research

Based on the description above, the problems in this thesis proposal are formulated into several research questions:

1. What are the experiential meanings of President Joko Widodo's two speeches on crude palm oil (CPO)?
2. What are the logical meanings of President Joko Widodo's two speeches on crude palm oil (CPO)?
3. Considering their different purposes, how similar or different are the ideational meanings of the two speeches?

1.4 The Objective of the Research

Based on the research questions above, the purpose of this research is to explain the ideational function of the two speeches by President Jokowi. In the ideational function, we can explore what is described in a speech with experiential meaning and logical meaning. The writer may find other issues, like political issues, and contextual situations in which the speech is delivered. Thus, the main objective of this thesis proposal is to demonstrate an ideational meaning that can be found and evidenced through linguistic analysis. The evidence of linguistics can be found on the content level of the text; the first level of content (meaning) means finding the structure of the text. The second level of content (meaning) means finding other meanings in a paragraph by looking at the structural pattern of the text.

1.5 Significance of the Research

This research is expected to contribute to uncovering various contextual meanings embedded in presidential speeches. Through the lens of discourse analysis theory, this study enables researchers to identify linguistic irregularities or ideological patterns within such speeches. While political observers often rely on assumptions when criticising government policies, the application of systemic functional linguistics (SFL) provides empirically grounded insights. As an analytical tool, SFL offers robust academic evidence, thereby distinguishing linguistic approaches from other interdisciplinary frameworks within discourse analysis