THE FUNCTIONS OF POLITICIANS' SPEECH ACTS
IN THE ELECTION CAMPAIGN FOR MAYOR AND DEPUTY MAYOR OF TOMOHON CITY

FUNGSI TINDAK UCAPAN POLITIKUS DALAM KAMPANYE PEMILU UNTUK MAYOR DAN WAKIL WALIKOTA TOMOHON CITY

Yoppie A. T. Pangemanan[1a]*,   James Edward Lalira[2b], Jane Elvira Scipio[3c], Vivi Nancy Tumuju[4d]

[123]Universitas Kristen Indonesia Tomohon
[4] Universitas Samratulangi Manado

[a]yopiepangemanan73@gmail.com
[b]jameslalira@gmail.com
[c]Janesscipio26@gmail.com
[d]vivitumuju01@gmail.com

(*) Corresponding Author
yopiepangemanan73@gmail.com

Abstract
This research aims to describe the assertive and commissive functions of politician speech acts in the election campaign for mayor and deputy mayor of Tomohon city. This research is a qualitative descriptive with content analysis study. Primary data was taken by recording politicians' speeches during the campaign. The recording was then transcribed and analyzed. This study is based on speech act theory by Searle. The research findings show that the assertive and commissive functions have several subfunctions. Those were claiming, stating, suggesting, acknowledging, convincing, ensuring, supporting and supposing for assertive function and promising, giving hope, threatening and praying for commissive function. It can be recommended that the result of this study can be used by political parties in the context of their participation in the political contestation, including regional head election

INTRODUCTION

The use of language is one of the objects of linguistics study and the linguistics branch examining it is called pragmatics. Levinson (1983, p. 9) contends that pragmatics is the study of the relation between language and context that are grammaticalized in the structure of language. The intended context is the social and cultural environment in which language is used. According to Mey (1993, p. 38), context is an environmental situation allowing interlocutors to interact and to make their utterance understandable.

In the political sphere, language in use involves politicians and society to achieve a certain goal. Politicians' speech acts deal with the use of power to manage and control the society in general. Akinwotu (2013), argues that political discourse is a complex human activity that deserves critical study particularly because of its central place in the organization and management of society. Subjectively, politicians use the language to convey their willingness to reach out their political goals, both for their personal and group interests.

Politicians' speech acts can be seen as a means to establishing and maintaining social relationship and selling ideas in any society. A political speech is not necessarily a success because of correctness; rather it may be a matter of presenting arguments (Bread, 2000, p.18). One form of strategic activity for operationalizing such things is political campaigns. Undoubtedly, political

campaigns are very effective for politicians to convey their thoughts and feelings. At the such moment, politicians convincing their audiences to follow their wishes.

The utterances of politicians become the object of language research as a pragmatic study. As the objects of research, the utterances of politicians have a wide coverage and provides abundant data. This study took the politicians' speech acts in the election campaign for mayor and deputy mayor of Tomohon City, North Sulawesi Province, Indonesia. The similar research was carried out by Gunarwan (2012) in his study on pragmatic power of the election campaign for the mayor of Kendari. The research showed the similarity perception with the theory of this research. The result of his research indicates that there is form, type and power in each utterance delivered by the candidates.

The study intends to reveal the uniqueness found in the speech of politicians. It has become the talk of audiences that the speech acts of politicians have different characteristics compared with the speech acts of other professions. This study discusses the functions of politicians' speech acts based on the speech function theory by Searle as the development of Austin's speech acts theory. From the five categories delivered by Searle, this study focused on assertive and commissive functions.

RESEARCH METHODS

People express something through the use of words and when utterances are made, a particular act is performed. This linguistic phenomenon is called speech act. The Speech Acts theory was discovered by Austin and developed by Searle. According to Austin (1962), all utterances are form of an action, not merely saying something. He devided the speech acts into three classes, which are: locutionary, illocutionary and perlocutionary acts. A locutionary act is an act of saying something, that is, the act of producing utterance. Illocutionary act is a performance of action in saying something. It has the power of speech, attitude, motive and purpose. This type is the core of any theory of speech acts. Whereas perlocutionary act is the effect on the feelings, thoughts or actions of the listener.

Searle (1969) improved on Austin's theory by distinguishing between two types of speech acts: Direct and Indirect Speech Acts. Searle categorized the illocutionary act into five functions, which are: 1). Assertives, these are statements that describe a state of affairs in the world which could be true or false. 2). Directives, these are statements that compel or make another person's action fit the propositional elements. 3). Commissives, these are statements commit the speaker to certain future action. 4). Expressives, to express sincerity of the speech act like excuses dan symphaty. 5). Declaratives, these statements are used to say something and make it so, such as pronouncing someone guilty.

Relating to delivery of messages in various domains, speakers have to pay attention to various aspects. Leech (1983) stated that speech acts must consider five aspects of speech event, namely: speakers, utterance context, utterance objectives, speech acts as an action, and speech acts as a product of verbal action. It is important for politicians to carefully consider the surrounding aspects of speech events to ensure the achievement of communication objectives. In the view of Tabroni (2012), effectiveness of communication in the social contexts depends a lot on speakers' communicative competence, that is the knowledge of the environment (context), in influencing the content of the massage (content), and the form of message (pattern). Such things are important for speakers to understand what must be done, ethical and unethical, and how to do it. Cummings (1999) contends that the meaning of pragmatics cannot be obtained completely if the physical setting in which a speech is produced which includes linguistic, social and epistemic factors is not included.

This research is a qualitative descriptive with content analysis study. Primary data was taken by recording the speeches of campaigners. Data recording has been done in the months of September and October, 2015. The sample in this study amounted to eight people, consist of six candidates for mayor and deputy mayor and two campaigners from two different pairs of the candidates. Observation is a method used for data provision. It is called observation method because

data obtained by observing the use of language. Observation is not only related to the use of spoken language, but also written language (Mahsun, 2005). Processing data using identification, codification and presentation techniques. Data were analyzed by using Searle's theory of speech communications functions.

RESULTS AND DISCUSSION

Based on the research data, there were assertive and commissive functions in the speech acts of politicians in the election campaign for mayor and deputy mayor of Tomohon. Speech forms that are bound by context and produce assertive function can be explained in the following table:

Table 1. Assertive Function

Speech Form	Context	Subfunction
" Pada saat kampanye yang lalu di Wailan, saya menyampaikan bahwa tokoh dari Tomohon Utara akan menjadi pemimpin ke depan " 'In the previous campaign at Wailan, I said that the future leader will come from North Tomohon'. (Vonny Paat)	The campaigner conveyed the prospect of the Tomohon leader in the following period.	Speech (1): Claiming

Table 2. Assertive Function

Speech Form	Context	Subfunction
" Waktu itu saya tidak menyebut nama, tapi saya menyampaikan bahwa calon pemimpin ke depan berasal dari Tomohon Utara. Terbukti hari ini, saya dan Pak John diusung oleh PDIP ". 'I did not mention a name at that time, but I said that the future leader was from North Tomohon. It was proven today that Mr. John and I were carried by PDIP'. (Vonny Paat)	The campaigner claimed they would win the election because they were carried by PDIP. At that time, the candidates supported by PDIP favored by survey institutions.	Speech (2): Claiming
"Kita harus kuatkan hati, jangan ke kiri dan ke kanan". 'We must strengthen our heart. Don't go left and right' (Jemmy Eman)	The campaigner suggested his supporters not turn to other candidates.	Speech (3): Suggesting
"Mari kita ambil jalan tengah, nomor urut dua, nomor kemenangan". 'Let's take the middle way, number two, victory number'. (Vreeke Runtu)	The Campaigner stated that the candidate number two was the winner.	Speech (4): Stating.
"Mengapa mereka memilih Jonru? Mereka tidak melihat partai". 'Why did they elect Jonru? They didn't see the party'. (Jance Sajow)	The Campaigner stated that the voters interested in the candidate figure.	Speech (5): Stating.
"Sekarang sudah musim hujan, tapi kita kesulitan an air bersih". 'It's the rainy season, but we have trouble with clean water'. (Johny Runtuwene)	The campaigner complained the difficulty of getting clean water.	Speech (6): Complaining
"Pemimpin pasti ada kekurangan, tapi berilah kesempatan untuk memperbaiki kota Tomohon". 'Leader have weeknesses, but we must give him opportunity to fix it'. (Vreeke Runtu)	The campaigner acknowledged the weakness of incumbent.	Speech (7): Acknowledging
"Kalau kami terpilih, kami akan belajar pada bupati Minahasa yang sudah berpengalaman". 'If we are elected, we will ask for advice from experienced regent (Johny Runtuwene)	The campaigner acknowledged the superiority of the Minahasa regent	Speech (8): Acknowledging

"Kami meyakini bahwa apa yang kita lakukan akan diberkati oleh Tuhan dengan memberikan kemenangan". 'We believe that God will bless our efforts by giving victory'. (Lineke Watulangkow)	The campaigner using the religious speech to convince her supporters	Speech (9): Convincing
"Dukungan lain mengatasnamakan partai Golkar itu imitasi. Jadi, yang benar yang ada di sini". 'Anyone who claims support on behalf of Golkar party is imitation. The valid support is here'. (Vreeke Runtu).	The campaigner who was the party chairman ensured that his party's support was legal.	Speech (10) Ensuring

Table 3. Assertive Function

Speech Form	Context	Subfunction
"Bila kita memenangkan pemilihan ini, ke depan kita juga yang menjadi pemimpin kota ini". 'We are going to lead this city if we win this election'. (Jimmy Eman)	The campaigner thinks about the next situation if he is elected.	Speech (12) Supposing

Based on description in the table above, there are nine subfunctions for the assertive function of politicians' speech acts in the election campaign for the mayor and deputy mayor of Tomohon. The flow of assertive function with its subfunctions can be explained in the following figure.
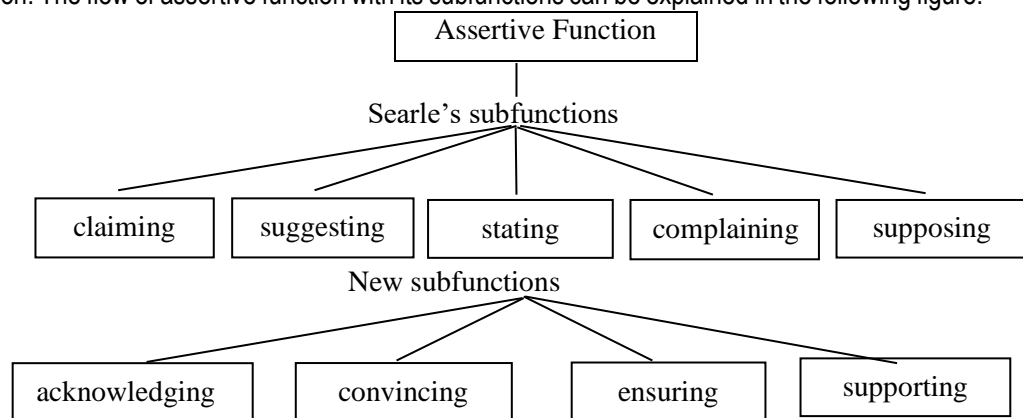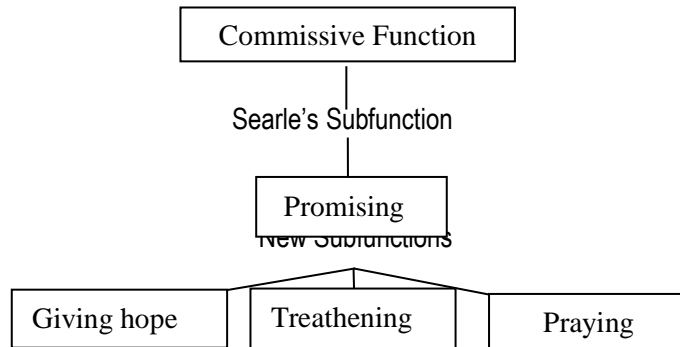

Figure 1. The flow of assertive function

Furthermore, utterances data are included in the classification of commissive function can be explained in the following table:

Tabel 3. Commissive Function

Speech Form	Context	Subfunction
"Sekarang kita memang kesulitan air bersih, tetapi bila kami terpilih, maka air bersih akan menjadi program prioritas kami". 'Today we lack of clean water, but if we be elected, it will be a priority'. (Johny Runtuwene)	The campaigner promised to his supporters that clean water procurement will be a priority programme.	Speech (13): Promising
"Kami akan membuktikan bahwa kami sanggup mewujudkan kesejahteraan rakyat di masa mendatang". 'We will prove that we are able to realize people's welfare in the future'. (Ferdinan Turang)	The campaigner promised to his supporters to realize people's welfare if they elected.	Speech (14) Promising
"Memilih Jimmy Eman dan Syerly Sompotan, harapan-harapan kita untuk masa depan yang lebih baik akan terwujud".	The campaigner gave hope to his supporters that	Speech (15): Giving hope

'Electing Jimmy Eman and Syerly Sompotan will make our hopes for a better future come true' (Jimmy Eman).	a better future will come true.

Based on description in the table above, there are three subfunctions for the commissive function of politicians' speech acts in the election campaign for the mayor and deputy mayor of Tomohon. The flow of commissive function with its subfunctions can be explained in the following figure.

Figur 2. The flow of comissive function

DISCUSSION

Based on data analysis, there were 13 subfunctions attached to assertive and commissive functions. These subfunctions are produced and certainly can not be separated from the context of speech event. The discussion of these subfunctions will be explained as follows:

A. Assertive Function

Reffering to Searle's theory, assertive function bound speaker to the truth of propositions expressed. This process involves cooperation, politeness and acceptance. These things can be analyzed based on the verb form. Identification of the intended verb too see whether the verb represent the function and meaning of utterances. Usually, illocutionary speech acts use supposition verbs to express speaker's meaning.

Based on data analysis, there were several verbs quoted in sentences, but do not represent the lexical meaning of the verbs. Therefore, the psychological effects of listeners become decisive aspect to determine the context of meaning relationship. In the assertive function, there were nine subfunctions with various verbs. Those are claiming, suggesting, stating, complaining, acknowledging, convincing, ensuring, supporting and supposing. Each subfunction will be explained as follow:

1) Claiming

Literally, claiming means demanding recognition of a fact that someone or an institution has the right to something. In the political sphere, claims are often used, for example, claim of a public supporting or a winning in the political competition.

Through speech (1) and speech (2) the campaigner, convincingly, claimed that the next mayor of Tomohon city came from North Tomohon subdistrict. The claim, of course, raises diverse responses by listeners. For the people living in the North of Tomohon area, it will give them a new hope for the future. Conversely, different responses will come from other people living in other areas because of possibility of geographical inequality.

From the linguistics aspect, speech (1) was not use the word "claim or claiming" to indicate the speaker's meaning, but reffering to the previous explanation that the claim is an attempt to obtain recognition, it can be concluded that the speech (1) can be classified as a statement of claiming by the campaigner.

2) Suggesting

Suggesting having another meaning association, that is, advising. Suggesting given by politicians, pragmatically, tend to give them subjective benefits. Speech (3) was a campaigner's suggestion to listeners that they should not choose the other candidates. The campaigner got number two assigned by the election organizer. He used convention of meaning among the speech participants to delivering his political purpose. Utterance 'don't go to the left' means do not choose the candidate pair number one, while utterance 'don't go to the right' refer to candidate pair number three.

3) Stating

Stating included in a verb word class. Stating means declaring or explainating. Speakers usually using this verb if they really sure of something they want to convey. Speech (4) was a statement by the campaigner who has the capacity to making a statement because of his position as the Golkar party's leader. As the party's chairman, he has the right to represent his party to declare party's supporting officially. In this context, the speech (3), theoretically can be classified as a stating.

4) Complaining

Complaining means saying the conditions of disappointment, pain, suffering and so on. In the matters of public service, complaining is delivered when the public's need is not served. For the politicians, especially those who support newcomer candidate, complain are often used as a tool to attacking incumbent. The utterances made in such a way to express the incumbent failure. Speech (6) contains complaining of speaker representing his supporters to attack incumbent who were considered failed to fulfill the community needs for clean water. Politicians will always look for incumbent's weakness to be made into speeches as a comparison between incumbent and newcomer candidate who carry the change themes.

5) Acknowledging

Acknowledging usually conveyed by politicians to acknowledge the incumbent's weaknesses. The gap between the earlier promises and the facts in reality is always use by campaigners to attack incumbent. Facing the situation, incumbent usually use acknowledging to reduce the pressure of another competitor. Simultaneously, the incumbent usually asks the public to give him opportunity to correct the weakness. Speech (7) shows clearly the phenomenon.

6) Convincing

Convincing is included in the verb word class because its meaning can represent an action by speaker. Research data shows that the word has the same meaning by truly believing. The use of this illocutionary power is often associated with God's power. Speech (9) shows that campaigner use religious aspect to stenghten the meaning of utterance. This strategy is often used by politicians to achieve hidden intentions.

7) Ensuring

Ensuring is categorized into verb word class because it can state a condition and an action. This verb means to say with certainty and determine with sincerity. Information received by listeners can be guaranteed the truth because it come from a trusted source or primary source. Based on the data of utterance, ensuring power was conveyed with other verbs. Speech (10) shows that the statement of campaigner can be justified because it was delivered by the leader of Golkar party who has the right to express the party's supporting officially.

8) Supporting

Supporting is categorized into verb word class because it reffer to an action. It having the same meaning by agreeing to someone's intentions. In the context of political campaigning, supporting is related to the political attitude of a person or group to make certain candidate be elected. Speech (11) shows that the campaigner wanted to declare the supporting of his party to candidate pair number two. The campaigner, because of his position as party chairman believe that his statement can influence the audience because the majority of whom are party members.

9) Supposing

Supposing is a verb class which mean to declare a situation in the future or assuming an event might occur. In the political competitions, campaigner usually use this word to influence

listeners to elect a certain candidate. By using supposing, the campaigners want to build an opinion that the listeners will receive something different in the coming days. Speech (12) shows that the campaigners state an ideal situation in the next period that the public wil be involved in the process of government if he is elected.

B. Commissive Function

Based on Searle's theory, commissives function are statements commit the speaker to certain future action. It could be in the form of a promise. Based on data analysis, there were some verbs quoted in sentences, but do not represent the lexical meaning of the verbs. In the commissive function, there were four subfunctions with various verbs. Those are promising, giving hope, treathening, and praying. Each subfunction will be explained as follow:

1) Promising

Promising or making promises means saying something that will be done in the future. For politicians, especially in the political campaigning, promising is a common attitude to influence public, even tough, there is no definite guarantee that it will be fullfilled. Promises that are not fulfilled are often made by political competitors as issues to attack incumbent. Speech (13) is a promise by a campaigner that the clean water procurement will be a priority programme if he will be elected. This issue was intentionally delivered to answer public concern of the failure of incumbent.

2) Giving hope

Hope means the desire for something that is expected to happen. Giving hope means inviting listeners to imagine something good will happen later. This function has a correlation between current reality and something that will happen later. Basically, this function will give a mutually benefit to speaker and listeners if both of them have a good understanding to make it happen. Speech (15) contains the statement of the campaigner that public expectations of a better life will be realized if they elect candidate pair number two.

3) Treathening

Treathening has the meaning of stating the intention or plan to do something that harms other parties. On the political stage, this type of speech is very risky because it has the potential to be counterproductive to the campaigner's objectives. On the other hand, this speech can have a beneficial effect if the speaker actually has the capacity to say it.

Based on data, this function only found in the speeches of the campaigner for the number one candidate pair. According to his background, the speaker freely states his intention (speech 16) because of his position as regent. He conveyed threats to civil servants who work in the Minahasa Regency but have the right to choose candidate for mayor of Tomohon.

4) Praying

The function of praying is included in religious speech. Based on the data, there is a sentence that fulfills this type of function. Speech 17 was conveyed by speaker to pray for campaign participants to be given health so that they can vote at the appointed time. Speakers by this utterance want to show her religious side to give a phychic massage that she deserves to be chosen as a leader.

Connected with Searle's theory, the explanation above produces new speech subfunctions that are attached to commissive speech acts, namely the subfunctions of giving hope, threatening and praying. These three subfunctions are included in commissive speech because the nature of the speech is related to something that will happen in the future.

CONCLUSION

This research found several subfunctions attached to the assertive function in the speech acts of politicians in the election campaign for the mayor and deputy mayor of Tomohon, namely claiming, suggesting, stating, complaining, acknowledging, convincing, ensuring, supporting and supposing; while in the commissive function, there were subfunctions of giving hope, threatening and praying.

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