

ISSN : 2337-7976

VOLUME III / NO. 1 / MARET 2015



**PROSIDING
SEMINAR HASIL PENELITIAN
SEMESTER GANJIL
2014/2015
4 MARET 2015**

*"MENINGKATKAN MUTU DAN PROFESIONALISME
DOSEN MELALUI PENELITIAN"*

**LEMBAGA PENELITIAN,
PEMBERDAYAAN MASYARAKAT DAN KEMITRAAN
UNIVERSITAS DARMA PERSADA**

**CRITICAL DISCOURSE ANALYSIS ON UNITED STATES FOREIGN POLICY
TOWARDS INDONESIA THROUGH THE PRESIDENT BARACK OBAMA'S SPEECH
USING THREE LEVELS OF TEXT ANALYSIS:
MACRO STRUCTURE, SUPERSTRUCTURE, AND MICRO STRUCTURE**

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ABSTRACT

This research focuses on textual analysis of the official transcript of President Barack Obama's speech at University of Indonesia, published by the White House. Speech is an interesting case to be analyzed. It is because the messages contained in the speech show the speaker's demeanor. A policy, especially a foreign policy is absolutely identical to a country's political outlook. It portrays how a state imposes their policy to other countries. Thus, a speech of a country leader may be used as a reference of the country's political gesture on its foreign policy. Hence, I am interested in analyzing the speech of President Barack Obama at University of Indonesia in order to comprehend the messages which attempt to be conveyed by President Barack Obama towards Indonesia. The theory used in this research is Critical Discourse Analysis of Teun A. van Dijk. Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance. In addition, Critical Discourse Analysis pays much attention to power relation and ideology, which are precipitated in discourse, and force the reader or listener to perceive reality in a specific, biased way. However, in this project, I do not analyze the whole dimensions. The concentration is only on the text analysis. Text analysis consists of multiple structures or levels that every part is supporting one another. Henceforth, there are three levels of text analysis: macro structure, superstructure, and micro structure. The method used in conducting this research is a method of qualitative which is a procedure of the research which produces the descriptive data in the form of written words or oral from people and the behavior can be watched closely.

1. BACKGROUND OF THE PROBLEM

As social beings, humans naturally communicate with each other. Their way to do so is by using language. Language as the medium for communication means an instrument for delivering ideas, opinions, and thoughts of a person's social life. Put at its simplest, a language is a set of signals by which we communicate. Indeed, there are many ways of using language. We indubitably know that human language is not only a vocal system of communication. It can be expressed in writing, with the result that it is not limited in time or space. Moreover, we can even adjust those methods of communication vocal and writing, by applying them into a speech. Speech as a part of the language is derived from people's notion that systematically poured into

writing then delivered orally to the public. Arifin and Tasai state *Menulis naskah pidato pada hakikatnya adalah menuangkan gagasan ke dalam bentuk bahasa tulis yang siap dilisankan*. Writing the speech is essentially a form of expressing ideas into written language that is set to be vocalized. Conversing about speech of course cannot be separated from the discussion of policy contained in it. The policy itself must surely be beneficial for the political parties involved. Consequently, a policy reflects a political posture of a certain individual, institution, or government. As written in Oxford Advanced Learner's Dictionary, policy is a plan of action agreed or chosen by a political party, a business, etc.

A policy, especially a foreign policy is absolutely identical to a country's political outlook. It portrays how a state imposes their policy to other countries. Thus, a speech of a country leader may be used as a reference of the country's political gesture on its foreign policy. According to Holsti *Kebijakan luar negeri adalah aksi-aksi atau ide-ide yang dibuat oleh para pembuat keputusan untuk memecahkan masalah atau mengembangkan beberapa perubahan di dalam lingkungan yaitu dalam kebijakan, sikap, tindakan, dan aksi negara*. Foreign policy is actions or ideas made by the decision makers to solve problems or develop some changes in the environment namely in the policies, postures, actions, and state demeanors. Based on the elucidation above, I have a readability to analyze a speech. As for the object to be studied is the speech of U.S. President Barack Obama at the University of Indonesia in 2010. Furthermore, this research will explicate United States foreign policy towards Indonesia through the President's speech.

2. IDENTIFICATION OF THE PROBLEM

Speech is an interesting case to be analyzed. It is because the messages contained in the speech show the speaker's demeanor. Hence, I am interested in analyzing the speech of President Barack Obama at University of Indonesia in order to comprehend the messages which attempt to be conveyed by President Barack Obama towards Indonesia.

2. LIMITATION OF THE PROBLEM

This research focuses on textual analysis of the official transcript of President Barack Obama's speech at University of Indonesia, published by the White House.

4. STATEMENT OF THE PROBLEM

Based on the limitation above, the problem of this research can be stated as follows:

1. What is the topic of the President Barack Obama's speech?
2. How does the text scheme on the President Barack Obama's speech?
3. What are the messages contained in the text of President Barack Obama's speech?

5. AIM OF THE RESEARCH

The purpose of this research is expected to meet the research statement above, namely:

1. Acquiring the topic of the President Barack Obama's speech.
2. Knowing the text scheme on the President Barack Obama's speech.
3. Obtaining the messages contained in the text of President Barack Obama's speech.

6. BENEFIT OF THE RESEARCH

This research is expected to impart some benefits with recent information and possible to be useful for:

1. Learners who desire to comprehend analyzing speech text using Critical Discourse Analysis of Teun A. van Dijk.
2. Society who wish to grasp the messages in the President Barack Obama's speech.

4. METHODS OF THE RESEARCH

The method used in conducting this research is method of qualitative. Bodgan and Taylor define that the qualitative method is as a procedure of the research which produces the descriptive data in the form of written words or oral from people and behaviour can be watched closely. Under this method, the steps that I conduct in order to run this research, namely:

1. Determining the focus of research

My interest towards speech makes this field is enticing to be studied. It is because the speech itself contains messages that full of meanings. Therefore, I decide to examine the text of President Barack Obama's speech at the University of Indonesia while he was visiting Indonesia in 2010.

2. Collecting the data

After knowing the focus of research, I start to collect data related to this research. The data are picked from various sources, namely: books, journals, internet, and theses.

3. Analyzing the data

I subsequently analyze all the data. In order to examine the speech text, I use theory of Critical Discourse Analysis of Teun A. van Dijk.

4. Concluding the research

In this final stage, the research results are concluded after analyzing the speech text that has been done successfully. Assuredly, it will denote every message contained in the speech.

5. THEORETICAL FRAMEWORK

The theory used in this research is Critical Discourse Analysis of Teun A. van Dijk. Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. There are several approaches of this Critical Discourse Analysis. They can be commonly summarized as follows:

1. Critical Linguistics

The essence of Critical Linguistics idea is to see how the grammatical language carries position and meaning of certain ideology. This ideology on the general level denotes how a group attempting to win public support, and how another group is trying to be marginalized through the use of the particular language and grammatical structures.

2. Socio Cognitive Approach

Socio cognitive approach elucidates that the discourse production process certainly includes a process known as social cognition.

Discourse Historical Approaches

3. The discourse is called historic because it includes the historical context of how a discourse is portrayed.

In addition, Critical Discourse Analysis pays much attention to power relation and ideology, which are precipitated in discourse, and force the reader or listener to perceive reality in a specific, biased way. Hereinafter, in the book *Analisis Wacana: Pengantar Analisis Teks Media* by Eriyanto, explains that Van Dijk describes discourse have three dimensions/buildings: text, social cognition, and social context. The essence of Van Dijk's analysis is to combine the three

discourse dimensions into a single entity. In the text dimension, the conducted research is how the text structures and discourse strategies are used to emphasize a particular theme. At the social cognition level is examined the production process of the text news that involves individual or journalist cognition. Meanwhile, the third aspect studies an issue at the growing discourse in society. Eriyanto distinctly defines the Critical Discourse Analysis of Van Dijk as follow:

Struktur Wacana	Hal yang diamati	Elemen
Struktur Makro	Tematik: Tema/topik yang dikedepankan dalam suatu berita.	Topik
Superstruktur	Skematik: Bagaimana bagian dan urutan berita diskemakan dalam teks berita utuh.	Skema
Struktur Mikro	Semantik: Makna yang ingin ditekankan dalam teks berita. Misal dengan memberi detil pada satu sisi atau membuat eksplisit satu sisi dan mengurangi detil sisi lain.	Latar, Detil, Maksud, Praanggapan, Nominalisasi
	Sintaksi: Bagaimana kalimat (bentuk, susunan yang dipilih)	Bentuk kalimat
	Stilistik: Bagaimana kata yang dipakai dalam teks	Leksikon
	Retoris: Bagaimana cara penekanan dilakukan	Grafis, Metafora, Ekspresi

Discourse Structure	Object Observation	Element
<i>Macro Structure</i>	<i>Thematic: theme/topic in the text.</i>	<i>Topic</i>
<i>Superstructure</i>	<i>Schematic: How the parts and sequences of news are schemed in the text.</i>	<i>Scheme</i>
	<i>Stylistic: How the choice of words is applied in the text</i>	<i>Lexicon</i>
	<i>Rhetoric: How the emphasis is conducted</i>	<i>Graphic, Metaphor, Expression</i>

a. Macro Structure

In the book of Introduction to Discourse Studies, Jan Renkema remarks that macro structure is the global meaning of discourse. Therewith, Eriyanto also states it as: *Makna global dari suatu teks yang dapat diamati dari topik/tema yang diangkat oleh suatu teks*. The global meaning of a text that can be observed from the topic/theme raised by the text.

- **Thematic**

Van Dijk explains that the text construction in a discourse is indubitably linked to one another and if it is traced will form a general topic. In the book *Analisis Wacana: Pengantar Analisis Teks Media*, Eriyanto explains:

“Gagasan penting Van Dijk, wacana umumnya dibentuk dalam tata aturan umum (macro rule). Teks tidak hanya didefinisikan mencerminkan suatu pandangan tertentu atau topik tertentu, tetapi suatu pandangan umum yang koheren. Van Dijk menyebut hal ini sebagai koherensi global (global coherence), yakni bagian-bagian dalam teks kalau dirunut menunjuk pada suatu titik gagasan umum, dan bagian-bagian itu saling mendukung satu sama lain untuk menggambarkan topik umum tersebut.”

a. Superstructure

Superstructure is conventionalized schemas that provide the global form for the macro structural content of a discourse. In other words, macrostructures deal with the content and superstructures with the form. Furthermore, superstructure is also defined by Eriyanto as:

“Kerangka suatu teks, seperti bagian pendahuluan, isi, penutup, dan kesimpulan.”

- **Schematic**

A discourse is usually produced by having a plot from the introduction to the end. The plot will indicate how the text structure establishes a meaning. As explained by Eriyanto:

“Teks atau wacana umumnya mempunyai skema atau alur dari pendahuluan sampai akhir. Alur tersebut menunjukkan bagaimana bagian-bagian dalam teks disusun dan diurutkan sehingga membentuk kesatuan arti”

b. Micro Structure

Jan Renkema defines that micro structure denotes the relations between sentences and sentence segment. In addition, Eriyanto also says micro structure as:

“Makna lokal dari suatu teks yang dapat diamati dari pilihan kata, kalimat, dan gaya yang dipakai oleh suatu teks”

9. ANALYSIS OF THE RESEARCH

Since then the ties between the people of the two countries have remained strong. The United States has been an indispensable partner in Indonesia's economic recovery efforts as well as in the ongoing democratization and political reforms in Indonesia since 1998. Indonesia as a democratic and pluralistic country, and at the same time has the largest Moslem population in the world, has the same objective with the United States and other pluralistic societies to promote tolerance, harmony, and moderation among its people and human kind in general. Cooperation between relevant security agencies in Indonesia and the US has made major contribution to Indonesia's success in crushing the terrorist network within its territory. The US is also assisting Indonesia to enhance its capacity to deal with other kind of transnational threats including on maritime security. As members of the UN Security Council, Indonesia and the US are also working closely to address various global issues such as on nuclear non-proliferation measures, middle-east conflict as well as on other threats to international peace.

This research is basically carried out to answer the three questions on the Statement of the Research in Chapter I. Accordingly, the results to be achieved are specifically to ascertain the topic, scheme, and the messages contained in the speech. In order to obtain it, the research pervades the analysis of macro structure, superstructure, and micro structure by using Critical Discourse Analysis theory of Teun A. van Dijk. At the macro structure analysis, the obtained result is the speech topic. President Barack Obama in his speech clearly discusses 3 major things, which are development, democracy, and religious faith, that primarily directed to Indonesia. Thus, it can be concluded that the topic of the speech is "the United States' view towards Indonesia in the area of development, democracy, and religious faith. Thereafter on the superstructure analysis, this speech genuinely contains 50 paragraphs divided by plot of introduction, content, conclusion, and cover. Moreover, this research finds out if the speech is

dominated by the content plot. The content plot possesses 46 paragraphs, begun from paragraph 3 to 48. While the introduction plot has only two paragraphs: paragraph 1 and 2. Afterwards, the conclusion and cover plot get one paragraph each: paragraph 49 and 50. Based on these results, the speech certainly contains full of messages and they can be ascertained from domination of the content plot. Eventually at the microstructure analysis, the conducted analysis is performed on 12 analyses, namely: analysis background, detail, purpose, presupposition, nominalization, sentence form, coherence, pronoun, lexicon, graphic, metaphor, and expression. Overall, these analyses are run in order to get the whole messages both implicitly and explicitly expressed in the speech.

As mentioned before, the speech focuses on three major areas: development, democracy, and religious faith. Of course, the acquired messages on the micro structure analysis are indeed related to those three areas. Starting with the area of development, the development progress achieved by Indonesia attracts the United States attention to participate and gain benefit on it. Through its president, the United States expresses its desire to increase the cooperation with Indonesia. Hence, some policies are conveyed in order to strengthen it, namely: encouraging the business sector enhancement, urging the adoption of green technologies, doubling the number of student exchange, and expanding the research collaboration of the two countries. In addition, there are also some negative matters highlighted by the United States, such as: the lack of good governance, the poor of transparency and accountability, the rampant corruption, as well as the unfulfilled of development equity in Indonesia. Whereas on the area of democracy, United States instead appreciates the activities of human rights and democracy run by Indonesia though there are still some drawbacks in some points, such as the unresolved case on the political turmoil happened in the 1960s. Nevertheless, United States assesses the journey of Indonesian democracy is on the right track while several issues need to be more. noted that are the equality, freedom, and human rights of its citizens. In addition, United States is also urged Indonesia to participate in playing its diplomacy on the circumstances of human rights and democracy in ASEAN, especially in Burma which its recent election is deemed neither free nor fair by the United States. Thereafter on the area of religious faith, the current lack relationship between United States and Islam becomes President Barack Obama's priority to deal with. Consequently, some strategic policies are uttered, namely: the commitment in building security and decent government in Afghanistan, the large-scale repatriation of United States troops in Iraq, and the

re-establishment of peace negotiation between Israel and Palestine. Besides, the issue of terrorism is presented as well. Obama explicitly mentions if the United States is not hostile to Islam but the terrorists. He also appreciates the achievement of Indonesia in the terrorism eradication while keeps encouraging them to root out every terror activity that may arise. Last but not least, this research finds some enticing things about how President Barack Obama conveys his messages in order to be accepted easily by the audiences. In the speech, he often inserts his experience while he lived in Indonesia. Obama seems to portray how meaningful Indonesia for his life. He frequently uses the terms in Bahasa Indonesia during the speech too. All of them are used not only to get a positive image but also to raise support for every policy he uttered. Thereunto, he even applies certain words, which possess negative in meanings, to depict the party that is contrary to him.

10. REFERENCES

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