Performance Style Language Prabowo
In Speech Vision Mission
"Indonesia Menang"

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Abstract : Prabowo as a politician take advantage of language to achieve its political goals become a research subject, style Prabowo language when delivering a speech vision and mission "Indonesia Menang" as the research object. The method used in this research is descriptive method with qualitative approach. The data collection technique is a technique capable refer Engaged free through downloading data from www.youtube.com; Gerindra TV, then transcribed for analysis. The analysis showed the style of the language based on the structure of sentences in a speech Prabowo vision and mission "Indonesia Menang" style climax dominated by the 42 data or 38.2% to assert the idea or purpose to be conveyed to the listener. Style language based on direct/undirect meaning founded is dominated by irony which 60 data or 54.5% as businesses serving the fact that effective because it can convey the impression reliable.

Keywords: performance, communication, style, politician.

1. Introduction

A communication performance figures present the character competence in conveying ideas, opinions, and valuation of an object. Performance is the appearance [18]. The idea is to be conveyed will be understood better if the appearance of the character communication presented well and smoothly. Opinion of the hero can be accepted others if communication performance figures do not disappoint or hurt listeners. While the figures proposed evaluation will be accepted if presented objectively and convincingly. Opinion [19] that speech is the ability to utter sounds or words that express articulation, states, and convey thoughts, ideas, and feelings. [2] stated about speaking skills were very close relation to listening to that two-way communication activities directly face to face, and through speaking people can pass information through utterance to others.

Language a great contribution to the development of all aspects of human life. These aspects include education, social, cultural, economic, religious, political, and security and defense. [23] states that Indonesia language roles can develop the science and culture of Indonesia for society widely know. The role of language in all these aspects are very important. Educational aspect requires language as a means of distribution of knowledge. The social aspect makes the language as a means of communication, integration, and socialization between people. Cultural aspects of utilizing language for regeneration and cultural preservation. The economic aspect was helped by the language as a tool of negotiation and streamline financial affairs or things become more economically valuable. Aspects of language into the delivery of information and sharing beliefs support religion aspect. Defense

and security aspects at the language in order to keep the condition of order, safety and control. Political aspects of utilizing language to achieve the goal of having the legal power of constitutional and acceptable to the public. [22] opinion that Indonesian has a central role in the development of intellectual, social, and emotional.

Utilization of language in political communication tends aims to gain sympathy, to show empathy, to steal the attention, support and create a positive perception of the public to make a choice to him in the general election to have the formal power. [11] states that language with its various aspects so prominent in the world of politics in Indonesia. Political communication done by politicians. Politicians are individuals who plunged into political activities and take advantage of language as a means of achieving the goal to gain power. Politicians have the ability to perform in communicating. The art of speaking politicians is reflected in the style language, to the style of this powerful language to convey your thoughts, opinions and a strong message is short, dense, clear and impressive.

Style of language in political communication used to be able to convey messages, information, and purpose and is able to maintain harmony in the community culture. [12] argues that language as a vehicle for the expression of thought produces the feeling exploited for political advantage in an election campaign. This, associated with social norms and cultural system prevailing in society when they interact. Interaction of this courtesy to avoid misunderstanding and even offense so as to minimize conflicts and create a harmonious relationship with the public politician. Style languages also have cultural values associated with courtesy, respect, good attitude, ethics language or inappropriate behavior. The use of language in political communication style is a picture of good communication procedures. Every politician has a style that is different in its political approach, so interesting to study the Indonesian style analysis approach. [14] argued that politicians are very aware that one powerful strategy to generate imaging is with the language, and other linguistic strategy is the use of euphemism, the style of language (metaphor), lexicalization terms or jargon and certain grammatical structures. Opinion [5] that the communication performance of West Sumatra politicians in terms of politeness and civility in political approach uses the principle of modesty guided by the adage wisdom, generosity, praise, humility, approval and sympathy.

Style language of a public figure like political leaders will pay attention language moment. Speaking moments include conditions like, joyful, solemn, emotion, sad, even heartbreaking to other emotional moments. [6] suggest the importance of how to use language in a show of emotion as the basis for voter votes against political figures who will be selected. Each moment will affect the style of the language of a political figure. [3] suggested that the use of positive and negative emotional tone helpful to describe the mental condition of the political leaders optimistic or pessimistic. There is a possibility of a political figure has a variety of style that varies depending on the character moments to speak. [21] suggested figurative benefits in campaign ads Governor and Deputy Governor Candidates in Jakarta in 2012 in Kompas, Republika, and Voice Reform, and describes the benefits of rhetoric.

2018 is a moment that received great attention by the nation of Indonesia. 2018 This is the period of presidential and vice presidential candidacy of the Republic of Indonesia from 2019 to 2024. This makes the political situation presidential candidate and vice presidential candidates RI 2019-2024 period became the focus of attention all parts of Indonesia, good appearance, attitude, attention, performance, plans, programs and appointments as well as the character language. That is the style language Indonesian presidential candidate 2019-2024 period is something that is interesting to study because it shows the character style strategy in achieving the goal to gain power. Every candidate for the presidential and vice-presidential candidate has a specific style of language. [8] argued about the comparison of the language

selection will affect the election results. Analysis of the language style of the presidential candidates can demonstrate oral communication performance of the presidential candidates, until this study was warm and interesting to do.

Study of language style has been conducted by several researchers namely by [15] examine how the evolution of rhetoric and style American president since 1789 until 2017 with the conclusion that the government speech tend to use words that relate to humanity and emotion, it also refers to God and the American state of symbolic expression of freedom. [13] examines the style of language and text connotations inaugural speech President Jokowi. [17] analyzing the language style of news stories in the print media Kompas daily. [4] to review the language style news online media in Indonesia and look at the use of raw and not standard word. [20] suggested the use of the style of language in the lyrics of the songs band Ungu. [1] to review the diction and style of language in the speech of President Suharto. Differences Agustin studies with this study include research subject Agustin is a former president of the Republic of Indonesia who had ruled for 32 years, while the subject of this study is the retired generals Prabowo who has never been a president or ruling in Indonesia that compete with Joko Widodo incumbent presidential candidate or incumbent as president from 2014 to 2019. Agustin study then examines the text of speeches of President Suharto, while this study examines presidential candidate Prabowo speech without notes. Novelty of this study was to see how the peculiarities of speech language style vision and mission "Indonesia Menang" Prabowo.

According [9] style language based on the sentence structure is composed of stylistic climax, anticlimax, parallelism, antithesis, and repetition. Furthermore [9] suggests the style of language based direct / undirect meaning contained in a word or group of words then the style can be divided into two parts, namely, direct style or rhetorical style of language and style of figurative language. The literary style rhetorical alliteration, assonance, anastrof, apofasis (preterisio), apostrophe, Asyndeton, polisindenton, kiasmus, ellipsis, eufimismus, litotes, histeron proteron, redundancy, tautology, perifrasis, prolepsis or anticipation, erotesis or rhetorical question, silepsis, zeugma, koreksio or epanortosis, hyperbole, paradox, an oxymoron. Style is style of figurative language in terms of meaning can not be construed in accordance with the words composing it, namely; equations or simile, metaphor, allegory, parable, fable, personification or prosopopoeia, allusion, eponym, the epithet, sinekdoke, metonymy, antonomasia, hipalase, irony, cynicism, sarcasm, satire, inuendo, antifrasis, any or paronomasia.

Based on the description above this research analyzing the language style is based on the sentence structure and based on his direct no meaning of speech Prabowo mission vision "Indonesia Menang" delivered in Jakarta, dated January 14, 2019 and broadcast live by CNN Indonesia. The research objective is to get the result of stylistic analysis in a speech Prabowo vision and mission "Indonesia Menang".

2. Method

This research is qualitative research with descriptive method. Qualitative research is an activity that takes place simultaneously with the activities of the data analysis by describing the problem-solving methods oblek studied [10]. Collection of data refer to the free Engaged method capable. [16] argued see or listening method is a research method where the obtained data is done by listening to the use of language.The data analysis technique is identification data that specifies the use of the phrase from the aspect of style based on direct sentence structure and not its meaning.The research data is the vision and mission speech "Indonesia

Menang" Prabowo in Jakarta, January 14, 2019. The data source is a verbal speech recordings obtained from Youtube; Gerindra Tv.

3. Results and Discussion

3.1 Results

3.1.1 Style Language Based Sentence Structure

This study analyzes the language style get results based on the sentence structure most is the style climax, followed by anticlimax style, parallelism, repetition, and at least force the antithesis. The language style show the direction and purpose Prabowo talks in a speech. Prabowo idea is confirmed and supported by a strong logical thinking with the idea of supporting information. The following table data analysis;

Tabel.1 Style Language Prabowo

No.	Style Language Based Sentence Structure	Amount of data	Percentage
1	Climax	42	38.2%
2	Anti climax	28	25.5%
3	Parallelism	22	20.0%
4	Antithesis	8	7.3%
5	Repetition	10	9.1%
	Total	110	100%

Vision and mission of the speech "Indonesia Menang" Prabowo stylistic results obtained by the sentence structure and style based on direct not his meaning. Style language based on the structure of sentences found that climax as many as 42 sentences (38.2%), anticlimactic 28 sentences (25.5%), parallelism 22 sentences (20.0%), antithesis 8 sentence (7.3%), and reps 10 sentences (9.1%).

Prabowo language style is based on the sentence structure is the most dominant language style climax because Prabowo tried to lead a structured speech observer further elevate or enhance the ideas he wants to say, from the things that are less important to be important to very important. The emphasis of the most important ideas presented at the end portion of the sentence. According [9] contains stylistic climax sequence of thoughts every time the increasing importance of the ideas previously. Prabowo many wearing style climax with the aim to affirm the idea or purpose to be conveyed to the listener, for example:

(1) *Terima kasih, pada malam ini, Saudara telah meluangkan waktu untuk mendengarkan, dan menyaksikan kami menyampaikan apa yang menjadi visi dan misi kami Prabowo Subianto dan Sandiaga Uno*. (CNN Indonesia: 14-01-2019)

On the data sentence (1) above the main idea of the sentence is the vision and mission of Prabowo and Uno near the end of the sentence. The assertion of the sentence moves up from the less important, it becomes increasingly important to increase the most important on the main idea.

Prabowo anticlimactic style of language is the second highest after the style climax. Although more dominant put the main idea sentence at the end of a sentence, Prabowo is also

pretty much emphasize the main idea at the beginning of the sentence which was later described by clause. The assertion in the first sentence, it calls attention to the observer of further explanation, so observers do not get bored with the style of the more dominant Prabowo climax. According [9] this language style show ideas that are sorted from the most important idea in a row to the less important. Prabowo wear a anticlimactic language to emphasize something with an emphasis in the beginning of the sentence, then followed as an explanatory clause, for example:

(2)   *Di situ petani-petani beras bersedih, karena saat mereka panen 2 bulan yang lalu, banjir beras dari luar negeri.* (CNN Indonesia: 14-01-2019)

The main idea of data sentence (2) above is a rice farmer grief, followed by the clause as an explanatory reason farmers sad. In the style of language Prabowo anticlimactic asserted condition something in advance at the beginning of a sentence and then translated.

Prabowo wearing style parallelism to highlight a word or group of words that the same function. [9] states stylistic parallelism trying to achieve alignment in the use of words or phrases that occupy the same function in the same grammatical form, for example:

(3)   *Saya ingin membuka pidato saya malam ini dengan membacakan sebuah sajak, sajak yang menggambarkan mengapa kita berkumpul di sini, atau terhubung pada malam hari ini.* (CNN Indonesia: 14-01-2019)

On the data line (3) shows the alignment of business use of the word in the main clause and the clause. Words you'll enjoy the read and describe the grammatically equally experienced men-kan affixation. Prabowo highlight the word to attract attention listener with a matter that is believed to connect them to each other.

Prabowo stylistic antithesis aims to compare two things that she felt conflicted. If anything contrary presented the speech observer will feel curious and curious, to balance thought occur between the speakers and observers alike for thinking about the problem posed to the public. [9] argues that the stylistic antithesis shows the content of ideas as opposed to the use of words or groups of words to the contrary, example:

(4)   *Ini kisah-kisah yang masuk berita, yang tidak masuk berita mungkin lebih banyak lagi*. (CNN Indonesia: 14-01-2019)

Sentence of data (4) on the idea that the contradiction is in the news with a story that does not make the news. Prabowo compare anything published amounted to little by unpublished numerous. If observers conduct further studies on the subject published and unpublished it will be missed The Prabowo statement. That is the style of this language Prabowo observer member the opportunity to follow up on the phenomenon he has put forward.

Prabowo stylistic repetition serves to emphasize the perceived importance by repeating a word, phrase or phrase. Style looping basically have aesthetic value because it creates a kind of rhyme or play the tone when speaking. Looping said, phrase, or part of the sentence also demonstrate proficiency speaker in the play of words, to emphasis that you want to emphasize intent Prabowo still pleasant to listen to. According [9] shows looping stylistic repetition of sounds, syllables, words or parts of words that are considered important to put pressure on the context, for example:

(5)   *Karena sesungguhnya **Pemilihan Umum** ini bukan **Pemilihan Umum**-nya Prabowo, bukan **Pemilihan Umum**-nya Sandiaga Uno, tapi adalah **Pemilihan Umum**-nya bangsa Indonesia.* (CNN Indonesia: 14-01-2019)

Sentence of data (5) the phrase which is repeated until the General Election that Prabowo emphasizes the information obtained in this sentence about the elections as something very important and decisive for the Indonesian nation.

3.1.2 Style Language Based on Direct/Undirect Meaning

Prabowo based language style direct/undirect meaning that most of the irony, cynicism and polisindenton next, then asindenton, then erotesis, metaphor, apofasis, anastrof, and the least is alliteration, prolepsis, personification, and inuedo. The literary style speech irony dominates Prabowo be talking strategy with allusions weaken the strong ratings to positive label owned by a political opponent becomes transformed received the negative label. The following table based on the analysis of style direct/undirect meaning;

Table 2: Language Style Prabowo

No.	Style Language Based on Direct / Undirect Meaning	Amount of data	Percentage
1	Alliteration	1	0.9%
2	Anastrof	2	1.8%
3	Apofasis	3	2.7%
4	Asindenton	7	6.4%
5	Polisindenton	12	10.9%
6	Prolepsis	1	0.9%
7	Erotesis	5	4.5%
8	Metaphor	5	4.5%
9	Personification	1	0.9%
10	Irony	60	54.5%
11	Cynicism	12	10.9%
12	Inuedo	1	0.9%
	Total	110	100%

Prabowo used alliteration language style because it serves as jewelry during a speech. These adornments are in the form of a looping sound impact Prabowo reinforce the speaking style. As a politician who has a military background looping the sound strongly support Prabowo performance. [9] argues that the language style of alliteration is a style that is tangible looping the same consonants, for example:

(6) *Terima kasih, pada malam ini, Saudara telah meluangka**n** waktu untuk mendengarka**n**, da**n** menyaksika**n** kami menyampaika**n** apa yang menjadi visi da**n** misi kami, Prabowo Subianto da**n** Sandiaga Uno.* (CNN Indonesia: 14-01-2019)

Sentence of data (6) above obtained information that Prabowo repeating consonant [n]. This consonant sound looping embellish greeting and show firmness speaker.

Prabowo is also wearing style anastrof or by presenting the inverse of the standard wording regular expressions. The sentence structure is usually the subject + predicate + object + specification. By Prabowo structure of the language used deliberately reversed but does not violate the rules and does not damage the idea to be conveyed. [9] argues anastrof style is rhetorical style derived from the reversal of the usual wording in the sentence, for example:

(7) ***Malam ini ribuan dari kita berkumpul di sini***, *dan puluhan juta terhubung ke ruangan ini dengan teknologi, karena 92 malam lagi kita akan bersama-sama menentukan masa depan bangsa Indonesia.* (CNN Indonesia: 14-01-2019)

Sentence of data (7) show the structure of the sentence that begins with a description of the time and the information number. Submission does not interfere with the idea to be conveyed that together determine the nation's future.

Apofasis language style or preterisio Prabowo showed himself asserts something as seemingly deny. Style talk shows that Prabowo was able to control his ambition to get something. That is Prabowo continued to show personal style control emotions towards something he wanted. According [9] apofasis or preterisio is a style of language seems to pretend to let anything go by, but in fact he stressed that or style of language to affirm something, but it seems to deny, for example:

(8)   *Karena sesungguhnya Pemilihan Umum ini bukan Pemilihan Umum-nya Prabowo, bukan Pemilihan Umum-nya Sandiaga Uno, tapi adalah Pemilihan Umum-nya bangsa Indonesia*. (CNN Indonesia: 14-01-2019)

Sentence of data (8) above the speaker pretended general election was followed by the entire nation of Indonesia, while in fact the participants will be chosen in the elections were just a couple Prabowo-Sandi and his partner. The impression of the most important statement is the voters, but the emphasis is on the selection or presidential elections.

Prabowo asindenton stylistic reference aims put forward his ideas convincingly. According [9] asindenton is a style that is in the form of reference is dense and compressed with a few words, phrases, or equivalent clause not connected with conjunctions, for example:

(9)   *Jika rakyat memiliki uang yang cukup, seluruh roda ekonomi akan berputar, pabrik-pabrik akan berjalan, produksi akan meningkat, kebutuhan-kebutuhan rakyat akan terpenuhi.* (CNN Indonesia: 14-01-2019)

Sentence of data (9) above asindenton after commas or between clauses. It is used speakers in an attempt to convey ideas and thoughts clearly and convincingly.

Prabowo also wear polisindenton style. Opinion [9] states polisindenton language style is one that sort of few words, phrases, or clauses with conjunctions, for example:

(10)   *Kami juga ingin menyampaikan kepada Saudara, apa-apa **yang** menjadi kegusaran kami, apa-apa **yang** mendorong kami untuk terus berada di kancah politik, **dan** menawarkan diri kami untuk memimpin Negara Kesatuan Republik Indonesia.* (CNN Indonesia: 14-01-2019)

Sentence of data (10) over the conjunction used is a word (2 times), and to clarify the speaker's idea of reason was upset to get back into the political arena.

Prolepsis language style or anticipated only one (1) sentence. [9] argues prolepsis or anticipation of a style that first use of words or a word or idea before the event actually happens, for example:

(11)   ***Almarhum gantung diri, meninggalkan isteri dan anak karena merasa*** *tidak sanggup membayar utang, karena beban ekonomi yang ia pikul dirasa terlalu berat.* (CNN Indonesia: 14-01-2019)

Sentence of data (11) above showing Prabowo said that the deceased hanged himself, which shows as if the deceased person conducting hanged himself, when in fact he did when he was alive.

Erotesis a language style Prabowo utilized to round off and unify the concept of answers to the questions he has put forward. [9] states erotesis or rhetorical question is a style of language used in the speech in order to achieve a more profound effect and emphasis reasonable, and did not wish to have an answer. , For example:

(12)   ***Inikah negara yang dicita-citakan dan diperjuangkan*** *oleh para pendiri bangsa Indonesia?* (CNN Indonesia: 14-01-2019)

Sentence of data (12) The above suggests that the question about the condition of the country's ongoing whether in accordance with the ideals of the founders of the Indonesian people, in fact the answer is definitely not. Then the speaker asks goal is to achieve maximum effect with an emphasis on the concept of the state aspired and championed by the founders of the Indonesian nation.

Prabowo metaphor language style serves to embellish nicknames or names with their poetic impression of the phrase. [9] expressed metaphor is a kind of analogy that compares two things directly, but in short form, for example:

(13) *Di situ, petani-petani beras bersedih, karena saat mereka panen 2 bulan yang lalu, **banjir beras** dari luar negeri.* (CNN Indonesia: 14-01-2019)

Sentence of data (13) shows the style that is comparing two things directly in brief form that says flooding rice. Things are rice as compared to small solid objects in a number of very much delivered as water as a liquid that is very much that the word flood.

One style of personification is also found in the analysis of Prabowo's speech. Prabowo is trying to portray a condition to turn up the delivery of judgments expressed alive and creative. [9] argues that the personification is figurative language that describes the style of inanimate objects or goods that are not lifeless as if it has properties such as humans, for example:

(14) *Sementara itu, banyak ibu-ibu di mana-mana mengeluh, harga gula di Indonesia 2 sampai 3 kali lebih mahal dari rata-rata dunia, padahal, dulu **Nusantara pernah jadi eksportir gula**.* (CNN Indonesia: 14-01-2019)

Sentence of data (14) The above shows the expression of the archipelago ever become an exporter of sugar. Archipelago is a region of the country from Sabang to Merauke and not the live objects are described as if a person who never sell or market their sugar production to foreign countries.

Style language based on direct not his most dominant meanings used by Prabowo is stylistic irony. Prabowo utilize stylistic irony as an attempt to present the fact that effective because it can convey the impression trustworthy containing great restraint. [9] also states irony is the style that insinuate or refer to something with a meaning different from what is contained in a series he says, for example:

(15) *Beberapa waktu yang lalu, saya mendapat laporan, seorang buruh tani, seorang bapak, bernama Pak Hardi di Desa Tawangharjo, Grobokan, **meninggal dunia karena gantung diri** di pohon jati di belakang rumahnya.* (CNN Indonesia: 14-01-2019)

Sentence of data (15) above provide information about the death of a citizen, but the actual delivery of the government's failure quipped welfare of its people until there are people who choose to force myself to end his life. Information from the data presented tragic, sarcasm is the party responsible for preventing it.

Prabowo language style that is similar to the irony is cynicism. Cynicism of language style shows at once quipped Prabowo sanction or cynical about things diulasnya. Attitude is transmitted to the observers doubted Prabowo speech with the purpose of obtaining more support from all parties, especially the undecided observers support. Opinion [9] cynicism is defined as a satirical form of skepticism that contains a mockery of sincerity and sincerity, for example:

(16) *Negara yang terus menambah utang untuk bayar utang, dan menambah utang untuk membayar kebutuhan rutin pemerintahan yaitu membayar gaji pegawai negeri.* (CNN Indonesia: 14-01-2019)

Sentence of data (16) shows the style satire in the form of doubts over the state government is deemed not to manage state finances, could only borrow to pay debts and meet obligations to its agents.

Prabowo last language style is inuendo. Inuendo language style used speakers to express criticism by the suggestion that indirectly and trying not to offend. Prabowo expressed criticism with still give the option to the observer whether there are other possibilities as the cause of the thing criticized. Opinion [9] Innuendo is a kind of language style satire to understate the actual reality, for example:

(17)   Negara kaya, namun rakyatnya masih banyak yang miskin. (CNN Indonesia: 14-01-2019)

Sentence of data (17) above revealed the potential of a country rich while the actual reality is declared poor people. Things to be diminished in the statement is a rich country is not necessarily rich people too. Causes of poor people who criticized governance Prabowo is not perfect. Other possible causes remains that people's awareness about the importance of education and hard work.

3.2 Discussion

Prabowo language style based on the sentence structure becomes a way of expressing themselves through the language of the dominant lead listeners to an idea which he believes is very important. Prabowo language style based directly or absence of meaning tends to insinuate the government deemed Indonesia has not managed to prosper the people by presenting the facts effectively to gain the confidence that Prabowo had a better program for the welfare of the people of Indonesia.

In comparison of this research is the study [1] the results of research that President Soeharto more use of diction abstract, diction particular, diction denotative, and diction popular, then stained the use of diction regional and diction typical, and in terms of style dominated by stylistic repetition and stylistic parallelism to highlight a word or group of words the same function, but if overused make sentences in a speech to be stiffer. While this research looks different because finding a style Prabowo which is based on the sentence structure is dominated style climax, then obtained stylistic anticlimax, parallelism, antithesis, repetition, then the style of language based directly not its meaning is alliteration, anastrof, apofasis, asindenton, polisindenton , prolepsis, erotesis, metaphor, personification, cynicism, Innuendo and dominated stylistic irony to present the fact that effective because it can convey the impression trustworthy containing great restraint to the negative impact of the use of language that gave a negative assessment of the intended object. Prabowo present stylistic rigor suppression of ideas and issues that need to be repaired and provide innuendo based on the data it has to gain the support of all parties, especially the undecided observers support.

4. Conclusion

Performance style Prabowo when speech vision and mission "Indonesia Menangs" in this study get a style based on the sentence structure and style based on direct not his meaning. From the analysis of the speech obtained stylistic climax Prabowo ie 42 data or 38.2% dominating style based on the sentence structure as Prabowo would like to emphasize the idea or purpose to be conveyed to the listener or reader. Prabowo language style based directly or absence of meaning that most of the irony of which 60 or 54.5% of data with the aim of presenting facts in an effort effective because it can convey the impression trustworthy containing great restraint. Prabowo another language style used to increase the firmness of

ideas, the power of ideas, judging by insinuating to propose better considered opinion, as well as a more promising programs guarantee prosperity.

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