

Language Style Performance in Communication of National Political Figures Surya Paloh

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Abstract. Political figures are public figures known by the public, in communicating a political figure utilizing language as a means to an end. One of the uses of language in political communication is the style of language used which aims to gain sympathy, showing empathy, stealing attention, and to get support. The purpose of this study is to describe the use of the language style of national political figure Surya Paloh. The data in this study are in the form of speeches of two national political leaders Surya Paloh. The method used in this research is descriptive qualitative. Technical analysis of research data is data identification, data classification, data interpretation and conclusion drawing. The results of this study were reviewed from Keraf's Gorys language theory, showing that there were 5 forms of language style based on sentence structure, namely: 1) climax of 12 data, 2) Anticlimax of 7 data, 3) parallelism of 25 data, 4) antithesis of 5 data, 5) repetition of 30 data. These results indicate the use of the Surya Paloh language style based on whether or not the meaning found in this study is dominated by the repetitive language style while the antithesis style is rarely used. This repetition style is a good form to accentuate words or groups of words.

Keywords: Language style, communication, and national political figures.

1. Introduction

Performance can be interpreted as the level of achievement of results or "The degree of accomplishment" [1] A character's communication performance presents competence in conveying ideas, opinions, and assessments of an object. Performance according [2]. The ideas to be conveyed will be well understood if the character's communication appearance is presented well and smoothly. The character's opinion can be accepted by others if the character's communication performance does not disappoint or does not hurt the listener. While the evaluation put forward by the character will be accepted if stated objectively and convincingly. [3] that speaking is the ability to say articulation sounds or words that express, express, and convey thoughts, ideas, and feelings.

Language contributes greatly to the development of all aspects of human life. These aspects include education, social, cultural, economic, religious, defense and security as well as politics. The use of language in political communication tends to gain sympathy, show empathy, steal attention, get support and create positive perceptions from the community to determine their choice in elections to have official power. [4] states that language with its various aspects is so prominent in the world of politics in Indonesia. Political education is carried out by politicians. Politicians are individuals who engage in political activities and use language as a means to achieve their goal of achieving power. Politicians have the ability to appear in communication. The art of speaking politicians is reflected in the style of language,

so that this style of language is effective in conveying strong thoughts, opinions and messages in a concise, concise, clear and impressive manner.

The style of language in political communication is used to be able to convey messages, information, and goals and be able to maintain the cultural harmony of society. This is related to social norms and cultural systems that apply in society when interacting. This polite interaction is to avoid offense and even misunderstanding so as to minimize the appearance of conflict and create harmonious relations between politicians and the community. Language style also has cultural values related to politeness, respect, good attitude, language ethics, or appropriate behavior. The use of language style in political communication is a picture of good communication procedures. Each politician has a different style of language in his political approach, so it is interesting to study the analysis of the Indonesian style approach. [5] argues that politicians are well aware that one powerful strategy for imaging is language, and the other linguistic strategy is the use of euphemisms, style of language (metaphor), lexicalisation, terms or jargon and certain grammatical structures. [6] the communication performance of West Sumatra politicians in terms of politeness and politeness in their political approach uses the principle of politeness guided by the maxim of wisdom, generosity, praise, humility, approval, and sympathy.

The study of language style has been carried out by several researchers namely by [7] examining the style of language and the meaning of the connotation of President Jokowi's first speech. The research of [8] analyzed the story style of news in the Kompas daily print media. Dewi (2014) who reviewed the style of language in online media news in Indonesia and looked at the use of standard words and takbaku. [9] suggests the use of language styles in the lyrics of the songs of the Purple band. [10] examines how the evolution of the rhetoric and language style of American presidents from 1789 to 2017 concluded that government speeches tend to use words related to humanity and emotions, also referring to God and symbolic expressions namely American freedom states. Next [11] reviews diction and language style in President Soeharto's speech. The difference between Agustin's study and this research is that the subject of the study, Agustin examined the subject of Soeharto, the former president of the Republic of Indonesia who had been in power for 32 years, while the subject of this research was Surya Paloh, the general chairman of the nasdem party. Then Agustin's research examines the text of President Soeharto's speech, while this study examines Surya Paloh's oral speech. The novelty of this research is to see how the particular style of language used by Surya Paloh when giving a speech.

2. Method

This research includes the type of qualitative research with descriptive methods. Qualitative research is an activity that takes place simultaneously with data analysis activities namely problem solving methods by describing the researched object [12]. Data collection in this study was carried out by referring to the method. [13] states that the listening or listening method is a research method in which to obtain data by observing the use of language. This research data is in the form of speeches from the speech of national political figure Surya Paloh. Next, the researcher identifies the data, classifies the data, interprets the data and draws conclusions.

3. Result and discussion

The data of this research are oral utterances uttered by national political figure Surya Paloh in his speech. Speeches are transcribed into written language to facilitate data analysis. Data downloaded from metrotvnews youtube account.

3.1 results

The results of this study obtained the analysis of language style based on the structure of the most sentences were climax language style 12 data (15.2%), anticlimax data 7 (8.9%), parallelism 25 data (31.6%), antithesis 5 (6.3%), repetition 30 (38%). The following is a style table based on the sentence structure contained in the oral communication of the national political figure Surya Paloh, which is presented in the form of table 1.

Table.1 Language Style Surya Paloh

Number	Language Style Based on Sentence Structure	Amount of Data	Percentage
1	Climax	12	15.2%
2	Anticlimax	7	8.9%
3	Paralelism	25	31.6%
4	Antithesis	5	6.3%
5	Repetition	30	38%
	Total	79	100%

From the details of the table above, the use of language styles in speeches of national political leaders Surya Paloh is more dominant using the language style of repetition, the language style of parallelism and the least used is the style of antithesis. The language style is widely used by Surya Paloh to highlight the words or groups of words that want to be emphasized in his speech.

According to [14] repetition language style is repetition of sounds, syllables, words or parts of sentences that are considered important to put pressure in an appropriate context. The use of the Surya Paloh repetition style can be seen in the following example.

- (1) Yang kita hormati, kita banggakan, kita cintain dan kita muliakan saudara-saudara berikan sambutan hangat tumpuan besar pada presiden republik Indonesia bapak Jokowi. (metrotvnews : 02-09-2018)
- (2) Kami merasa memiliki seorang presiden, seorang kepala pemerintahan, seorang kepala negara secara totalitas partai ini benar-benar menaruh harapan dan keyakinan bangsa ini akan bergerak maju. (metrotvnews : 02-09-2018)

In examples (1) and (2) you can see the repetition of sounds, syllables, words or parts of sentences that are considered important to put pressure on paloh solar speech. Seen in the example (1) *Yang kita hormati, kita banggakan, kita cintain dan kita muliakan saudara-saudara berikan sambutan hangat tumpuan besar pada presiden republik Indonesia bapak Jokowi.* In the sentence said *kita* repeated by Surya Paloh four times. Whereas in the example (2) *Kami merasa memiliki seorang presiden, seorang kepala pemerintahan, seorang kepala negara secara totalitas partai ini benar-benar menaruh harapan dan keyakinan bangsa ini akan bergerak maju.* At the speech of the speech Surya Paloh repeated the words *Seorang* three times.

Furthermore, the language style of parallelism is the second most spoken language style used by Surya Paloh. Although more dominant to put pressure during the speech, Surya Paloh also tried to achieve alignment in the use of words or phrases. According to [14] Parallelism language style is a kind of language style that seeks to achieve parallels in the use of words or phrases that occupy the same function in the same grammatical form. The following can be seen examples of data on the use of language style parallelism.

- (3) Dan yang kita ikrarkan sesungguhnya kalau kita bisa menyatakan kesaksian kita pada hari baik ini, mengawalin angkatan pertama sekolah legislatif partai ini, kecintaan kita pada Jokowi, karena cintanya tulus dan ikhlas.

In example (3) shows the parallel effort to use words in the parent sentence and clause. The use of words in the sentence above occupies the same function in grammatical form.

The oral communication of national political figure Surya Paloh uses a climax style with the aim of emphasizing ideas or intentions to be conveyed to the listener or reader. According to [14] the climactic language style contains a sequence of thoughts which each time is increasingly increasing in importance from previous ideas. The following can be seen the climax language style in the following sample data

- (4) Tanpa terasa waktu berjalan begitu cepat dalam usia partai yang belum 7 tahun, partai ini telah mengikuti satu kali pemilu dan sekarang mempersiapkan diri untuk memasuki tahapan pemilu kedua.

In example (4) the sentence is a climax style because it describes a situation from the ordinary to the greater importance. This is indicated in the sentence which states "*tanpa terasa waktu berjalan begitu cepat dalam usia partai yang belum 7 tahun, partai ini telah mengikuti satu kali pemilu dan sekarang mempersiapkan diri untuk memasuki tahapan pemilu kedua*".

The next language style used by Surya Paloh is the anticlimax language style. Several times Surya Paloh in his speech put the main idea at the end of the sentence, Surya Paloh did not use this style much because the anticlimax style of language was less effective. According to [14] this style of language shows ideas that are ordered from the most important successive to less important ideas. Here is an example of anticlimax language style data:

- (5) Partai ini telah mengikuti tiga kali tahapan pilkada dari tiga tahapan pilkada ini partai ini sekarang memiliki 182 kepala daerah, yang menjadi kader partai, yang menjadi kader partai nasdem.

In example (5) the language style contained in the sentence contains sequences of thoughts or ideas that are sorted from the most important to the less important ideas. It was seen in a sentence which stated that the party had participated in three stages of the elections but later it was described that it had 182 regional heads, party cadres, and cadres of the nasdem party.

The style of language that is rarely used by Surya Paloh is the style of the antithesis. Surya Paloh rarely says two things that are felt to be in conflict. If everything contradictory is presented, then an imbalance of thought occurs between the speaker and the listener so that the listener becomes unfocused because they both think about issues thrown to the public. [14] argues that the style of antithesis shows the content of conflicting ideas by using opposing words or groups of words.

- (6) Sebuah pertandingan tidak semuanya menjadi pemenang, ada yang pemenang ada juga yang kalah, inilah konsekuensi kehidupan ini.

In the data sentence (6) above the conflicting ideas are *pemenang* with *kalah*.

3.2 Discussion

The results of language style data analysis based on sentence structure, there are five language styles that exist in Surya Paloh's speech, Climax language style of 12 speeches (15.2%), anticlimax language style of 7 speeches (8.9%), language style of parallelism 25 speeches (31, 6%), antithesis style 5 utterances (6.3%), repetition style language 30 utterances (38%). These results indicate the use of the language style of the national political figure Surya Paloh based on these data shows that Surya Paloh uses all types of language styles based on the direct or indirect meaning. In general, the five language styles based on the sentence structure of Surya Paloh tend to use the repetition language style and the antithesis style is rarely used.

This research on language style in the communication of national political figures is a development from previous research which is similar by using the application of language style analysis theory. The following are some of the study findings that are linked to theoretical studies. The findings of this study were compared with the research of [11] "Language and Style in President Soeharto's Speech" found: (1) the use of abstract diction, (2) the use of special diction, (3) denotative diction, (4) usage popular diction, (5) the use of regional diction, and (6) the typical diction that characterizes President Soeharto's speech. As for the language style including: (1) speech is dominated by repetition and parallelism, (2) the use of repetition and parallelism is a good form to highlight words or groups of words that have the same function. However, if it is often used it makes the sentences in the speech stiff.

The results of this study found the use of language styles based on sentence structure include: (1) climactic language styles, (2) repetitive climax language styles, (3) parallelism language styles, (4) antithetic language styles, and (5) repetitive language styles. The similarity of the findings between the research [11] with this research is the use of diction in the form of special words and the use of repetition language style. As for the difference, [15] found no use of language styles in the form of antithesis.

4. Conclusion

Performance of the use of language styles by national political figures Surya Paloh in the speech analyzed based on the style of sentence structure there are five types of language styles used. The results of Surya Paloh's speech analysis showed that of the five linguistic styles based on sentence structure repetition language style is the dominant linguistic style used by Surya Paloh. This shows that Surya Paloh wants to highlight words and phrases in the speech delivered.

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