

# Use of Oral Language West Sumatra Province Governor: Implications in Teaching Speaking Skills

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## ABSTRACT

The ability to use spoken language in official forums even in official speeches is one of the supporting factors for the success of a regional head leader. This study examines the use of spoken language in Irwan Prayitno's speech as Governor of West Sumatra. The purpose of this study is (1) to describe and explain the pronunciation technique of Irwan Prayitno in a speech, (2) explain and describe the style of language used by Irwan Prayitno in a speech. The data was taken three times in a speech at an official event organized by the Provincial Government, National and International level through Youtube. This research is a qualitative research with descriptive method. The theory used is the theory of Rhetoric, Speaking, and Phonology in the form of Phonetics and Recitation. In this research, it was found that the thing that stood out in Irwan Prayitno's speech was the use of pronunciation. Besides that, Irwan Prayitno also used the most linguistic style in his speech was the use of repetition.

**Keywords:** *Oral Language, Speech, Teaching Speaking Skills*

## 1. INTRODUCTION

Good oral communication is very important for every aspects of life and work [1]. Having the ability to speak orally properly and correctly will certainly be an additional value of each profession. Likewise with the officials while giving a speech in front of the community or in front of his staff. Speeches that will be conveyed generally as speakers tend to produce certain sentences and contexts in the form of promises, greetings, praise and even swear [2]. This is done by the speaker or acting is to attract the sympathy of the general public as a form of political investment. Therefore, the government provides space for direct and face-to-face dialogue between public officials and the public [3]. For our purposes, one of the main features of an ideal public space is that it provides direct and face-to-face dialogue between the government and its constituents. Political speeches and manifestos are ways to establish policy programs that will appeal to voters [4].

Through speeches, officials can motivate, invite, appeal, explain, and even entertain their listeners. Public speakers can vary the formulation and delivery of audible speeches, which can cause changes in affective, cognitive, and behavioral audience responses [5]. Good oral language skills can determine the quality of human life itself. Oral communication is a form of transfer, ideas, and feelings of someone to others. A good speaker will use language that can be understood by others. When talking about some aspects that are included in phonological studies, it can also be considered such as the correct use of pronunciation, placement of stresses, placement of pauses, fluency, assimilation, epithesis, and language intonation factors determine

the achievement of messages, the suitability of expressions with messages conveyed and supported by the structure of the contents of the message delivered. Furthermore, Sentences are spoken in a natural and clear way with normal vocal efforts and speed of speech [6]. In terms of mastering the theory for an orator needs to be considered. However mastering the discipline of speech, pushes us towards a more nuanced understanding [7]

Good communication is communication that is able to build messages through talks with various parties in communication practices [8]. Communication is done properly and correctly to convey messages to listeners through speaking skills. Speaking also functions as a medium for direct communication carried out individually and social communication. Good communication skills are very important possessed by officials, especially when giving a speech [9]. Through speeches, officials can motivate, invite, appeal, explain, and even entertain their listeners [10]. The tendency of the officials when speaking, especially in the environment of the Province of West Sumatra the message conveyed felt it had been well received by the community. This assumption is based because the listener or staff and the public have paid attention to the speaker while giving a speech. On the other hand the listeners did not understand what was said by the officials and were even unable to catch the message at all. The phenomenon of the use of the spoken language of the Governor of West Sumatra in this case Irwan Prayitno during a speech would certainly be an interesting thing to be explored or reviewed speaking and rhetoric skills scientifically.

This research is important because it can be used as a model in learning the fields of rhetoric and teaching speaking skills. In addition, Irwan Prayitno's rhetoric style can be used as a model for learners and communication practitioners. Even for other regional head officials Irwan Prayitno can also be used as an example in his ability to make public speeches, especially in political rhetoric. This research also can be useful for observers of scientific rhetoric, especially in the teaching of Speaking Skills for students of Indonesian Language education and the field of communication.

## **2. METHOD**

This research is using a qualitative approach with descriptive methods.. This study aims to provide a complete and clear understanding of the characteristics of Irwan Prayitno as the Governor of West Sumatra in his speech. For specificity in terms of pronunciation and style of language. For the object of research is Irwan Prayitno as the Governor of West Sumatra when giving a speech that includes the technique and style of language. In collecting data, researchers uploaded Irwan Prayitno's three speeches as follows: (1) World Food Day with a duration of 14:51 minutes, (2) 69<sup>th</sup> Birthday of Pasaman Regency with a duration of 16:41 minutes, (3) Crescent Day Event Indonesian Red (BSMI) with a duration of 31:31 minutes. The source from youtube is then transcribed and validated using the source triangulation method.

## **3. RESULT AND DISCUSSION**

The use of pronunciation and language style in Irwan Prayitno's speech as Governor of West Sumatra is quite varied. In the pronunciation technique 22 words are very clear. The use of pitch / tone as many as 34 were used as data in this study. 15 times duration. The rate or speed used as research data is 28. Furthermore, pause or stop is done 13 times and pause the contents 10 times. For stress or pressure found 26 times. In the case of language style based on sentence structure, the table shows the use of language style; climax 22 times, anticlimax 17 times, epoxy painting once, tautotes 2 times, anaphora 7 times, epistrophe, 15 times, simplek 2 times,

mesodiplicis 25 times, and andiplasis 13 times. Furthermore, the use of language style based directly on whether or not meaning is found: the use of rhetorical language style, which includes (1) rhetorical questions 11 times, asidenton 14 times, and polisindenton 4 times. While the use of figurative language style which includes simile 1 time, irony 4 times, and personification 5 times. Overall the amount can be seen in the following table.

**Table 1.** Findings of Irwan Prayitno's Speech as Governor of West Sumatra

<b>The Aspects of The Study</b>	<b>The Amount of Data</b>
Data Sources	
Speech of Irwan Prayitno as Governor of West Sumatra	3
Amount of Data	789
<b>Recitation Technique Irwan Prayitno as Governor of West Sumatra</b>	
<b>Clarity</b>	22
<b>Diversity</b>	
Pitch / Tone	34
Duration	15
Rate / Speed	28
Pause/ Empty Pause and Fill	13/10
<b>Ritme</b>	
Stress/pressure	26
<b>Language style</b>	
<b>Language Style Based on Sentence Structure</b>	
Climax	22
Anti climax	17
Epizeukis	1
Tautotes	2
Anafora	7
Epistrofa	15
Simplek	2
Mesodiplisis	25
Andiplasis	13
<b>Language Style Based Directly on Whether or Not</b>	
<b>Rhetorical Language Style</b>	
Rhetorical Question	11
Asidenton	14
Polisindenton	4
<b>Figurative language style</b>	
Simile	1
Irony	4
Personification	5

### 3.1 Recitation Technique Irwan Prayitno as Governor of West Sumatra

#### 3.1.1 Articulation

Articulation is related to the clarity of the sound issued by the speaker. Unclear voice can reduce the interest and attention of the listener. Even unclear sounds can cause errors in the listener's understanding. Clarity has a close relationship with pronunciation. Pronunciation or

pronunciation refers to the production (sound) of syllables or words, or in other words the pronunciation shows how to pronounce each sound. Incorrect pronunciation can not only obscure the meaning, it can also undermine the speaker's credibility. When each phoneme is pronounced indistinctly, it will sound like someone mumbling, means articulation is not good. The sound produced by Irwan Prayitno as the Governor of West Sumatra in his speech was very good, clear and clean. Vowels and consonants in each word or syllable can be pronounced clearly.

Example on data 08: "There is an obligation to build a better tomorrow for the people of West Sumatra"

In this example, the words that are curated are words that are spoken with clear articulation. The clarity of the pronunciation of words is related to the emphasis or stress given to those words. So, the purpose of emphasizing a word is to state the importance of the word so that it must be pronounced clearly. For this reason, clarity of speech is needed in speeches, so that the message can be well received by the listeners.

### 3.1.2 Pitch / Nada

Pitches relate to the height and relative humility of the speaker according to what the listener feels. Everyone has the characteristics of high or low sound. Sound tones are produced with the speed of vibration of sound pitas. If the vocal cords vibrate (vibrate) quickly, the listener will feel the voice of the high-pitched speaker. If the vocal cords vibrate slowly, the listener feels the speaker's voice has a low tone. Thus, the tone can be distinguished into high notes, low notes, up and down tones, and flat tones. Example on data 13 "The presence of governors and mayors and all present, had a positive impact on the Province of West Sumatra. Moreover, hotels are full and food is all gone ". In this sentence is a form of use up and down tones. Irwan Prayitno tends to use a down / up tone. This was done to inflect the enthusiasm of the speaker towards the listener.

### 3.1.3 Duration

The duration in a speech is judged by the length of time it takes to pronounce one syllable. Example in data 15 "a **leader** must be **able** to think about food self-sufficiency". Data 71 "Politicians do not just think about local investment, but how foreign investment can enter". The words "**leader**" and "**able**" are said with a long duration by emphasizing with the aim of emphasizing the word

### 3.1.4 Speed/ rate

Speed / rate in question is the speed of speech. A speaker must be able to adjust the speed of speech. Messages delivered too quickly will make it difficult for listeners. Example in data 611 "West Sumatra / its cities are on the coast / vulnerable to earthquake disasters / even in areas that are under the foot of the mountain range / vulnerable to landslides. Then / the generation involved in BSMI is very much needed ". Data 634 "Almost / every district has the potential to be affected by an earthquake. Moreover, the Mentawai district always experiences earthquakes and other natural disasters. "The data is delivered slowly and there are sentences that are delivered quickly. Sentences that are delivered slowly in data 611 are marked by the decapitation of more parts of the sentence. Irwan Prayitno in delivering messages during

speeches tends to be slow by using pressures. This is done to provide certainty for important information.

### **3.1.5 Pressure/Stress**

Pressure on smaller units of expression (syllables, words) is called stress. Pressure serves to distinguish the meaning in a sentence. The point is to put different stresses on a sentence will give different meanings. Example in data 276 "the Regent of Pasaman and his staff, I as the governor thank you for the very development of oil palm plantations, rubber, and livestock products which are greatly improved in this district". The word "thank you" is given pressure to give appreciation to the Pasaman Government for all its programs. It could be emphasized given "oil palm plantations" of course the meaning will also be different. That what is growing rapidly is oil palm plantations, not rubber or anything else.

## **3.2 Language Style in Speech Irwan Prayitno as Governor of West Sumatra**

### **3.2.1 Language Style Based on the Sentence Structure "Climax" Anticlimax, epizeukis, Tautotes, Anafora, Epistrofa, Simploke, Mesodiplsis, Anadiplasis**

Climax is a style of language that contains a sequence of thoughts increasing importance from previous ideas. That is, the idea gets emphasis at the end of the sentence. Sample data 279 "The Pasaman people are grateful, welfare has been improved by the Bupati's program". The data is the climax language style, because the order of thoughts in the sentence is increasing. The low order of thought is "community", further increasing to the word "welfare" and finally the highest "Regent father".

Next is the climax of the language style whose ideas are sorted from the most important in a row to the ideas that are less important. For example in data 722 "we hope that disaster relief does not only reach the district level, but must be ensured to reach the affected community". In the sentence it is very clear that the mind is ordered from the high, namely "district", to the low, namely "society". Furthermore, episode style is a direct repetition. This means that the word of interest is repeated several times in a row. Example in data 283 "People must be grateful, thankful why give thanks because we were given favor by Allah, Almighty for some of these achievements". The word "grateful" is repeated several times to emphasize, because it is considered important in the sentence.

Tautotes are repetitions of a word repeated in a construction. Example in data 292 "People must be smart, not only smart in terms of economic progress but also smart in the field of education". The word "smart" is repeated three times in the sentence so that it shows the style of the tautotes language. Next anaphora is repetition in the form of repetition of the first word on each line of the next sentence. Example of data 742 "Disasters often occur in this country especially in our area". Data 743 "Disasters should not paralyze all government programs, for that let all communities participate in their success". In the word "catastrophe" in both sentences they are repeated at the beginning of the sentence. Next, the language style of the repetition epistrofa tangible repetition of words or phrases end of line or sentence in sequence. Example data 31 "Last year we were self-sufficient in food, so our welfare increased". Data 32 "This year we still have to be self-sufficient in food so that people's welfare will continue to improve". Epistrofa occurs in the words "year", "food self-sufficiency", "increase". The occurrence of repetition of the same words in the next sentence, indicating that the words and phrases are important to be known and understood by the listener.

Simplek is the repetition of the beginning and end of several consecutive lines or sentences. Example data 502 "For that reason, we should always be on the lookout for earthquakes that will occur. Data 503 "For this reason, it is hoped that all involved will actively support this BSMI activity to anticipate disasters that will occur. The use of the phrase "for that" at the beginning of the sentence and the phrase "will happen" at the end of the sentence is a form of use of the simplek language style. Furthermore, mesodiplasis is repetition in the middle of a row or several consecutive sentences. Example data 752 "God willing, we are strong in facing disasters, even physically and mentally we are used to it". Data 753 "For that reason, let's prepare our physical and mental health for everything that happens to us". Mesodiplasis occurs in the repetition of the word "physical and mental" in the middle of the two sentences. Anadiplosis is the last word or phrase from a clause or sentence to be the first word or phrase from the next clause or sentence. Example data 17 "You are comfortable in the West Sumatra area". Data 18 "West Sumatra will always be faithful waiting for the arrival of Mr / Mrs".

### **3.2.2 Language Style Based Directly on Whether or Not**

#### **3.2.2.1 Rhetorical language style in the form: rhetorical questions, asidenton and Polisindenton**

Rhetorical style is a form of sentence that does not require an answer, because the answer is already contained in the sentence itself. Example in the data 255 "Why do you increase agricultural output, because you already have a farmer group that is going well"? The sentence is rhetorical because it does not require answers. Furthermore, asidenton is a form of affirmation of a sentence by describing a number of words written without the use of various kinds of conjunctions between the several words. Example on the data 29 "We are the people of West Sumatra every day, every week, even every month always evaluating community harvests". The sentence clearly does not use conjunctions, but only separated by commas. Finally, polisindenton is a form of affirmation that expresses something by expressing a sentence or discourse that is connected by a conjunction. Example on data 101 "Ladies / gentlemen who are present at Ranah Minang, take a trip to Bukittinggi and buy souvenirs even though your money is gone but the hearts of the children and wife are happy at home". In the word "although" in that sentence the form of the conjunctions as a separator from the previous clause.

#### **3.2.2.2 Metaphorical Style in the form: simile, irony and personification.**

Simile language style is an explicit comparison. Example in the data 243 "What you do is never tired like a machine moving on." In the word "like" in the sentence trying to compare as if human strength like a machine that never feels tired. Furthermore, irony is a form of language style used to beautify or beautify a sentence or phrase so that it becomes more lively. Example 766 in the data "Brothers and sisters still listen to what I have said, even though some are already nervous". The meaning of the sentence in principle insinuates the listener and there are different meanings of the sentence. Finally, personification is a figurative language that describes inanimate objects as if they have human-like characteristics. Example in the data "The hills that have fallen in West Sumatra as if shouting in front of us not to cut down wild trees". In that sentence there is the word "hill as if screaming" describing human behavior [12].

#### 4. CONCLUSION

Based on the findings of the research, it can be concluded that Irwan Prayitno as the Governor of Sumatra has a unique speech. In this research, the specificity is more focused on the pronunciation technique and the style of language used. The pronunciation technique is the ability to exploit sounds in vocal processing. Irwan Prayitno utilizes all the pronunciation techniques. Finally, it is very helpful in delivering content or messages.

The pronunciation technique that is more widely used by Irwan Prayitno is tone / pitch. The specificity of Irwan Prayitno is that there were more ups and downs in his speech. In addition, Irwan Prayitno is also rich in mastering language vocabulary, making it easy to exploit it. Likewise with listeners, it is easy to understand the message conveyed by Irwan Prayitno. For the use of language style used by Irwan Prayitno as a variation in the use of language so as not to be monotonous. The specificity of Irwan Prayitno in giving more speeches uses the style of repetition language (repetition).

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