

Protest Speech Act Strategy at the Women's March Jakarta 2018

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Abstract This study examines the strategy of protest speech act on poster's participants in the Women's March Jakarta 2018. Since the Women's March is defined as an intersectional movement, strategy is employed to adjust the protest speech act with the speech situation. Strategy is also needed to distinguish the Women's March Jakarta with its origin, the Women's March in the United States. All of the protest speech were collected in photo from direct observation. The analysis was started from classifying speech situation. It then included identification and explanation of the strategy of protest speech act. The identification encompassed elements that construct the strategy. It involved direct and indirect speech act, illocution, and sub-strategy which was comprised of the choice of words, the choice of pronouns, and syntactical structure. Each strategy resulted varied degree of strength of illocutionary force and thus its factors were explained. Through the discussion, it is understood that there are strategies which produce strong illocutionary force and eventually make a successful speech act of protest, and vice versa. Furthermore, this study also reveals the identity of the Women's March Jakarta 2018 as a protest movement originated from the United States, and the influence of speaker's culture in the strategy of protest speech act.

Keywords: *protest, speech act, speech act strategy, Women's March Jakarta 2018*

1. Introduction

This study examines the speech of protest on poster's participant in Women's March Jakarta 2018. The speech of protest is categorized as speech act as when participants voice their dissent, an act is performed [1]. Speech act of protest is performed to express an intention along with contexts as well as addresser and addressee as aspects of speech situation [2]. Therefore, this study covers the area of pragmatics.

To achieve the successful performance, the speech act of protest and the aspects of speech situation needs to be aligned. Hence, the strategy is needed. The strategy of speech act can contribute to the successful performance of speech act. However it varies since there are the degree of strength of illocutionary force that each speech act has [3]. Those are explained in the contributing factors of the degree of strength of illocutionary force. Then, all of it is rooted in the definition of Women's March Jakarta 2018 as speech situation.

Women's March Jakarta 2018 is a protest activity adopted from the origin of Women's March in the United States. Nevertheless, cited from Wafa [4], Women's March in Indonesia is distinct since it is backgrounded by specific social gender-based issues in Indonesia. Meanwhile, the origin is caused by Trump's policy, as a new president of the US, which is believed to harm minorities. Apart from those, all protest activities basically aim to voice their dissent or disagreement of the existing narratives and to make a change [5]–[7]. The existing narratives can vary since Women's March is defined as an intersectional social movement [8]. Therefore, there are various strategies employed to match the speech act of protest with the diverse speech situation. Thus, the purpose of the present study was to explain varied speech act strategy of protest in Women's March Jakarta 2018, including the factors that strengthen the illocutionary force and vice versa, in order to attain the goal of protest.

2. Research Method

This study used 89 participants' posters of Women's March Jakarta 2018 as a corpus which were collected through direct observation. Women's March Jakarta 2018 was held on March 3rd, 2018, from 8 a.m. to 12 p.m. at Taman Aspirasi, Jakarta. The data were collected in photo. Afterwards, in accordance with the definition of Women's March as an intersectional movement, the data was first categorized into their speech situations based on Leech [2].

Subsequently, the various kinds of speech act strategy of protest were identified. It was started from direct and indirect speech act, similar with previous research on speech act strategy such as politeness strategy [9] as well as Cross Cultural Speech Act Realisation Project (CCASRP) [10]. The meaning from direct and indirect speech act was understood through explicature and implicature [11]–[13]. Choices of words (including nouns, adjectives, and adverbs), pronouns, and syntactic structure were identified as linguistic evidence to mark the sub-strategy. Next, the contributing factors to the degree of strength of illocutionary force based on Searle & Vanderveken [3] were explained.

3. Results And Discussion

3.1 Identification

The strategy of protest speech act began by the classification of speech situation according to the definition of Women's March as an intersectional movement [8] and thus it has varied speech situations. The speech act situation also encompasses the definition of protest as an activity to voice their dissent against existing narratives and to change it [5]–[7]. It comprises of the goal of protest, the context of protest, the participants of protest, as well as the speech of protest as an act determined by its illocution [2]. From 89 posters collected in Women's March Jakarta 2018, ten speech situations were found. Those are (1) resisting government intervention on citizens' private matters, (2) demanding the government to enact some particular bills (*Undang-Undang*), (3) treating people with humanelly, (4) fighting against gender-based discrimination and violence, (5) fighting against discrimination and violence to LGBT, (6) eliminating the numbers of rape and sexual violence, (7) resisting the intervention of citizen on someone's private matters, (8) eliminating the numbers of marriage with risks to women, (9) enforcing empowered women, and (10) rectifying the wrong understanding of

feminism in Indonesia. Based on the protest speech collected, speech situation number 9 has the largest number of utterance with a total of 15 utterances, and followed by speech situation number 1 with a total of 14 utterances. Meanwhile, speech situation number 8 has the least number of utterance with only three utterances. The largest number of utterances can indicate an urgency or the most important aspiration in Women's March Jakarta 2018, and vice versa. The largest number of utterance in some speech situations creates a repetition. In line with Tannen [14], repetition is evaluative and shows emphasis as well as the point.

The next step is identification of direct and indirect speech act. It is found to vary in each speech situations. The majority of speech situations are dominated by direct speech act. However, indirect speech act also dominates some speech situations such as speech situation number 4 and 7. Besides, speech situation number 8 only utters direct speech act. On the contrary, speech act number 10 only utters indirect speech act. It can be concluded that indirect speech act still relates with the speech situation deemed negatively and considered unsuitable for the religious and cultural norms in Indonesia [15]. Therefore, indirect speech act is used to substitute the speech act of protest that is considered too harsh or blunt.

Then, on the identification of illocution, seven kinds of illocution were found in Women's March Jakarta 2018. There are (1) order, (2) prohibition, (3) invitation, (4) refusal, (5) advice, (6) threat, and (7) request. The identification of illocution was conducted by identifying the linguistic feature that includes the choice of words (comprised of nouns, adjectives, and adverbs), the choice of pronouns, and syntactic structure. Then, there are two types of linguistic feature. The first type is linguistic feature used to express illocutionary force. The second type is linguistic feature used to help strengthening illocutionary force. However, it should be noted that the second type is not obligatory since it only functions as supplementary and not found on each utterances. On the choice of words, there are vulgar words, swear words, adjectives with negative meaning, affective nouns, metaphors, and others. Then, on the choice of pronouns, there are first-person pronouns, second-person pronouns, either singular or plural, possessive pronouns, and others. Last, on syntactic structure, there are if-conditional sentences, possessive statements, cause and effect sentences, metaphorical sentences, and others. Each linguistic features assist each other. Besides, linguistic feature also emerges solidarity and power that strengthen illocutionary force on protest speech act.

Through the identification, it is understood that each participants' utterances written on poster has varied speech act strategy. The strategy of protest speech act then results diverse degree of strength of illocutionary force as explained on the next section.

3.2 The Strengthening factors of illocutionary force

Based on the identification beforehand, each strategy of protest speech act results diverse degree of strength of illocutionary force. The degree of strength is achieved from different factors. It is a part of strategy employed. The points below explain those factors.

1. Using direct speech act that makes the meaning easier to understand by addressee, or using indirect speech act that involves speech situation more intimately through particular linguistic feature.
2. Using illocution based on the degree of strength of illocutionary force as explained.
 - a. Illocution of order, prohibition and threat has the strongest illocutionary force on protest speech act strategy. Those three illocutions show the power of speaker or addresser. Illocution of prohibition is the negation form of illocution of order and both of those illocutions require power to utter [16]. Illocution of threat also requires power to utter [17]. The exercise of power in protest is included in militant strategy in protest based on Morris & Browne [18].

- b. Illocution of invitation provides the same degree of strength of illocutionary force with the three previous illocution but through different approach. It obtains the strength of illocutionary force through solidarity or close relation with addressee. In Women's March Jakarta 2018, illocution of invitation was intended to gather mass to protest together.
3. Using illocution that can bind addresser and addressee to the continuity of speech act. This is in accordance with felicity conditions by Searle [19] that speech act is successful if it continues. The illocutions are illocution of advice, request, and refusal.
 - a. Illocution of advice has weaker illocutionary force compared with the previous illocutions. It is because the illocution of advice utters command as an offer or as a better choice for addressee. Imposition force on the illocution of advice makes the command not too compelling and thus the continuity of speech act, whether to perform the command or not, is fully on addressee's decision.
 - b. Illocution of request also has weaker illocutionary force although the illocution also directs the addressee to perform act. In Women's March Jakarta 2018, all utterances with illocution of request focused on addresser. The addressee can feel unattached to the continuity of speech act since the utterance does not directly involve addressee.
 - c. The illocution of refusal has the weakest illocutionary force. The illocution of refusal does not bind the addressee with the continued proposition of speech act. The illocution of refusal only binds the addresser to the continuity of speech act that is to not to do something as speaker has promised. This also pertains with the classification of illocution of refusal as commissive speech act [20]. As a result, protest does not exist as an act of change as its initial definition and purpose.
4. Using two illocutions with one functions as the main illocution and another one as supplementary illocution. It can help the main illocution to make the addressee understand the intention of speech act more clearly. It can also reinforce speaker's sincerity condition, to express speech situation deemed taboo and offensive, and clarify the object being protested.
5. Drawing a clear boundary on the speech situation that relates with participant's private matters through linguistic feature such as possessive pronoun.
6. Mentioning the sexuality organs or private parts of womanhood openly on speech situation related with participant's private matters that are being controlled or regulated. It is intended to clarify that what is being controlled or regulated is private matter.
7. Explaining the act of offender and the protest subjects negatively through linguistic features such as metaphors, pop-culture references, wordplays, negation, negative adjectives, and attaching the cause-effect sentence.
8. Fostering the solidarity by including linguistic features such as nouns with positive meaning, inclusive nouns, and words as well as pronouns that can build the close relationship between addresser and addressee.
9. Explaining the participants' act positively through clause that states reason, clause that states the positive effect, as well as uttering sarcasm by using coordinative conjunctions to connect something opposite.

3.3 The inhibiting factors of illocutionary force

The previous factors contribute to the successful performance of speech act. However, there are also factors that can contribute to the unsuccessful speech act. Those are influenced by the linguistic features that use English and cannot be adjusted in Indonesian context. It is

found on metaphors, slang or swear words, pop-culture reference from the United States, and English wordplay to picture the gender-based violence and discrimination. Not only that, rhetorical questions are supposed to be persuasive by attaching personal experience that can be related by the hearer. However, participants use personal experience that derived from individuals in the United States and thus the hearer in Indonesia may not feel attached to the rhetorical questions. Then, the miscarried adjustment shows that language is closely related to the culture of speaker [21][22].

4. Conclusion

Through analysis and discussion, it is understood that Women's March Jakarta 2018 has various strategies of protest speech act. It is inseparable from the definition of Women's March as an intersectional movement [8] and thus has varied speech situations. The protest speech act strategy is used to adjust protest speech act with the speech situation. The variety can be known from the identification of direct and indirect speech act, illocution, to linguistic features consisted of choice of words, choice of pronouns, and syntactic structure. The identification results the degree of strength of illocutionary force. The degree is caused by factors that strengthen and inhibit the illocutionary force. Besides, the discussion of the strategy of protest speech act can also justify the existence of Women's March Jakarta 2018 as a protest movement that is inseparable from its origin in the United States despite having its own objectives.

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