Susi Pudjiastuti's Language Styles in
Her Speech *Menjaga Kekayaan Laut Indonesia*

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ABSTRACT

This study analyzes the language styles used by Susi Pudjiastuti in her speech *Menjaga Kekayaan Laut Indonesia* and the social factors influencing the language styles. The writers used Keraf's theory of language style (2009) to examine the word choice and sentence structure, and Holmes' theory of social factors (2013). Employing a qualitative method, the study focused on the utterances containing language styles. The findings show that the most frequently used language style based on word choice was the conversational style. In terms of sentence structure, repetition and climax were mostly used by Susi Pudjiastuti. These results suggest that social factors namely participant, topic, setting, and function played a role in shaping her language styles. Future research is encouraged to apply the full framework of Keraf (2009) to explore other forms of public communication.

Keywords: language style, sentence structure, social factor, speech, word choice

INTRODUCTION

Language styles are the way of expressing thoughts through language in a distinctive manner that reflects the soul and personality of the language user (Keraf, 2009). The use of language style can also be implemented in many things, one of which is a speech. According to Siregar (2006), a speech is a tool to convey one's heart, feelings, ideas, programs, and messages to a number of people. In delivering a speech, the language user's skill in arranging small things such as word choice and sentence structure can determine the success of the speech.

This study examines the language styles used by Susi Pudjiastuti in her speech on Indonesia's maritime issues. Susi Pudjiastuti served as the Minister of Marine Affairs and Fisheries of Indonesia from 2014 to 2019. During her service, she made contributions to Indonesia's maritime sectors. This study analyzes her speech delivered at Universitas Gadjah Mada (UGM) in 2018, where she discussed illegal fishing, ocean conservation, and Indonesia's maritime potential.

The writers analyzed her speech using Keraf's theory (2009). Keraf classifies language styles into four categories namely word choice, tone, direct or indirect meaning and sentence structure. However, this research focused on the types of language styles based on word choice and sentence structure found in her speech. There are three types of language styles based on word choice. They are formal, informal and conversational. Moreover, based on sentence structure, there are five categories namely climax, anticlimax, parallelism, antithesis and repetition. In order to analyze the social factors affecting her language styles, the writers used Holmes' theory (2013). According to Holmes (2013), there are four social factors namely participant, topic, setting and function.

METHOD

This study employed a qualitative approach based on Creswell's (2014) theory, as it allows an in-depth analysis of language styles through direct data collection and observation. The writers analyzed Susi Pudjiastuti's speech uploaded by Jogja Archive (2018) by transcribing the full video and identifying utterances that reflected language styles based on Keraf's (2009) theory, specifically focusing on word choice and sentence structure. The writers applied a color-coding method to categorize the utterances: red for formal, green for informal, and blue for conversational styles of word choice, while sentence structures were marked with dark grey for climax, light purple for anticlimax, orange for parallelism, light grey for antithesis, and cyan for repetition. The analysis was then organized in a table.

FINDINGS AND DISCUSSION

Language Styles Based on Word Choice Used by Susi Pudjiastuti

In the findings, the writers found all types of language styles based on word choice: formal, informal and conversational. The following are the discussions of each style.

1.   Formal Style

In this analysis, the writers found that Susi Pudjiastuti used formal style two times. One of those formal sentences can be found in the part where Susi Pudjiastuti says,

"*Bapak dan Ibu sekalian, saya tidak tahu apakah nanti pidato saya bisa diklasifikasikan bidang ilmiah atau tidak.*" (Ladies and gentlemen, I have no idea whether my speech later can be classified as scientific or not.)

She used this style in the opening of the speech. The sentence is considered formal because the words Susi Pudjiastuti used are listed in the official Indonesian dictionary (KBBI), for instance *pidato, diklasifikasikan (from klasifikasi),* and *bidang ilmiah*. Other than using words listed in KBBI, the sentence followed a complete structure of formal Indonesian sentences with subject (*saya*), predicate (*tidak tahu*), object (*apakah pidato saya bisa diklasifikasikan bidang ilmiah atau tidak*), and adverb (*nanti*).

2.   Informal Style

In this analysis, the writers found out that Susi Pudjastuti also used informal style four times. One of the Informal sentence could be seen in the part where Susi Pudjiastuti says,

"*banyak yang marah pada kami di KKP tapi mereka **nga** berani kasi tau.*" (Many people are angry at us in the Ministry of Marine Affairs and Fisheries, but they don't dare to say it.)

The sentence was considered informal because the speech used the word '*nga*'. The word '*nga*' is considered informal because it is a non-standard form of '*tidak*'. Additionally, she used the phrase "kasi tau", a more casual expression, instead of the more formal word which is "memberitahu".

3. Conversational Style

In this part, the writers discovered that Susi Pudjiastuti used conversational style 132 times throughout her speech. According to Holmes (2013), the linguistic characteristic of conversational style can be seen in its word choice where the user uses another language to communicate. In Susi Pudjiastuti's speech, she used two forms of code mixing: mixing between Indonesian and English, and mixing between Indonesian and Javanese. To provide a clearer explanation, the writers gave each of the examples below.

"*Jadi* **illegal and regulated fishing** *adalah* **one of the big problem in indonesia** *yang telah menjadikan stok ikan* **and that's why** *kita ...*" (So illegal and unregulated fishing is one of the big problems in Indonesia that has affected fish stocks, and that's why we…)

This sentence was considered as a conversational language style because of the mixing between two languages in an utterance. Susi Pudjiastuti used both Indonesian words (*jadi, adalah, yang telah menjadikan stok ikan, kita*) and English phrases (*illegal and unregulated fishing*, *one of the big problem*, and *that's why*) in her speech.

Another example of code mixing that Susi Pudjiastuti used in that speech could be seen in the example below.

"***monggo*** *kepada bapak ibu semua yang menilai tapi perbolehkah saya kilas balik, untuk memperlihatkan bagaimana proses yang saya lakukan di kementerian kelautan dan perikanan.*" (Please, I leave it to all of you to judge, but may I take a moment to look back, to show the process I went through at the Ministry of Marine Affairs and Fisheries.)

In this sentence, the use of code mixing could be seen through the use of the word *"monggo",* which originates from the Javanese language. This word is often used by Javanese people to say "*silahkan"* in Indonesian or 'please', 'go ahead', or 'feel free' in English.

Language Style Based on Sentence Structure That Is Used by Susi Pudjiastuti

This section explained the writers' analysis of the language styles based on sentence structure used by Susi Pudjiastuti in her speech. According to Keraf (2009), language styles based on sentence structure have 5 styles. They are climax, anti-climax, parallelism, antithesis, and repetition. In this analysis, the writers did not find any antithesis style used to highlight contradictions. Antithesis was not found because Susi Pudjiastuti did not have any contradictory opinions about the condition of the maritime in Indonesia. Each style found is discussed as follows:

1. Climax

The analysis showed that Susi Pudjiastuti used climax style up to 10 times. This climax style was used to show that there was an increase in the level of importance of her idea in her speech. One of the examples could be seen below to give a deeper understanding about the way Susi used this style.

"*kemarin saya di probolinggo lebih dari 30 ekor* **dulu ada mungkin satu atau dua ekor dalam 3 tahun ini rutin 10 ekor 15 ekor.**" (Yesterday I was in Probolinggo—there were more than 30 whales. In the past, maybe there were only one or two, but in the past three years it's been consistently 10 or 15.)

In this part of the speech, the climax style was used by Susi Pudjiastuti to show the increasing level of importance of the main idea of the sentence. The main idea is that the number of the sperm whales that are breeding in Indonesia's sea is increasing. Susi Pudjiastuti wanted to show that usually people could only see one or two sperm whales in Probolinggo city, but in three years, the number of whales is more than usual. People now could expect to see ten to fifteen sperm whales. This part is considered a climax because Susi Pudjiastuti showed that the number of sperm whales breeding in Probolinggo was increasing from one or two whales to between ten and fifteen in three years.

2. Anticlimax

Anti-climax could be found in the speech up to 4 times. Based on the analysis, Susi Pudjiastuti used this style to show the decreasing idea in her speech. One of the examples could be seen below:

"*Kalau* **meninggal di darat dapat 160 juta, cacat total 100jt, kemudian kalau sakit ada biaya pengobatan 20jt dan itu ditanggung oleh negara** *tapi itu khusus untuk nelayan kecil yang ada dalam undang undang nomor 7 yaitu nelayan untuk kapal dibawah 10 GT.*" (If they die on land, they get 160 million rupiah. For total disability, it's 100 million. Then if they get sick, there's 20 million for medical expenses, and it's covered by the government. But that's specifically for small-scale fishers as stated in Law Number 7, which refers to fishers with boats under 10 GT.)

In this part, the anti-climax style was used by Susi Pudjiastuti to show that there is some decreasing idea in her speech. In this particular sentence, it showed the decreasing condition of a fisherman. This could be seen in the first part, where Susi Pudjiastuti explained what happened when a fisherman died at the land. After that Susi Pudjiastuti carried on to the next point where a fisherman suffered total disability. The last point is when the fisherman got sick. This part showed the decrease of each point where it started from the most severe condition to the lightest condition that the fisherman could experience.

3. Parallelism

The next style was parallelism. This style was used by Susi Pudjiastuti up to 10 times. This style could be seen by its characteristic where the sentence was using the same structure to convey its meaning. To give a deeper understanding, the writers will give one example of parallelism below.

"*Disitulah orang* to continuously the nation *menuju* **Indonesia yang lebih baik, Indonesia yang hebat,** big nation, big country*, dengan ekonomi yang potensi nya luar biasa.*" (That's where people continuously build the nation toward a better Indonesia, a great Indonesia—a big nation, a big country—with an economy of extraordinary potential.)

Parallelism could be seen by its characteristic where the sentence used the same grammatical forms. In the sentence above, the bold phrases indicated the parallel parts. The phrases showed that Susi Pudjiastuti used the word '*Indonesia*' followed by '*yang lebih baik*' and '*yang hebat*' which were the adjective clauses describing 'Indonesia'. Both of the phrases are also connected with the word '*yang*' which shows the same grammatical structure.

4.   Repetition

The last one was repetition. Based on the analysis, this style was the most used style by Susi Pudjiastuti in her speech. The style could be found 15 times in the whole speech. The writers used the following examples to explain further the use of repetition in the speech.

"*Namanya juga **fuyuan 1, fuyuan 3, fuyuan b 800** tapi yang beli...*" (well, the names are Fuyuan 1, Fuyuan 3, Fuyuan B 800, but only one who buys…)

This example was considered as Epizeuksis or direct repetition because the significant meaning is reiterated several times (Keraf, 2009). The repetition can be found in the word *'fuyuan'* where Susi Pudjiastuti explained about the names of foreign ships. Susi Pudjiastuti highlighted that there were several foreign ships with different names but only one had the permission to fish in Indonesia's sea.

The following is another example of a sentence that is considered as repetition:

"*Nanti tariknya 10 kilo dari ijin kita. Kita biasa lihat kalau dia sudah **2 menit. 2 menit** diam cuma* swinging*, wah ini pasti nyolong.*" (Later pull 10 kilos from our permit. We usually see if he's been still for 2 minutes. 2 minutes silent just swinging, this must be stealing.)

This example is considered as an anadiplosis repetition style. According to Keraf (2009), anadiplosis is a repetition where the last word or phrase from the first sentence becomes the opening in the second sentence. In this example, the word '*2 menit'* is used at the end of the first sentence and it is used again for the beginning of the next sentence. This kind of repetition is considered as anadiplosis.

Social Factors

Based on the findings, the social factors that affected the language style were participant, function, topic, and setting. In Susi Pudjiastuti's case, participants affected her word choice because she had to suit her choice of word depending on who she was speaking to. She did this so that she wanted to be closer to her audience. The use of conversational style can affect the participants, where it will make them feel closer. The following is an example of how Susi wanted to be close to her audience:

"***monggo** kepada bapak ibu semua yang menilai tapi perbolehkah saya kilas balik, untuk memperlihatkan bagaimana proses yang saya lakukan di kementerian kelautan dan perikanan.*" (Please, I leave it to all of you to judge, but may I take a moment to look back, to show the process I went through at the Ministry of Marine Affairs and Fisheries.)

In this example, the use of conversational style could be seen from the code mixing that Susi Pudjiastuti used. Susi Pudjiastuti mixed a Javanese word *'monggo'* in her speech as the characteristic of the conversational style. By using this language style, she created more intimate feelings with her participants who were mostly Javanese people. This selection of words was also used in her speech considering that the place she was delivering her speech was in Gadjah Mada University (UGM) in Yogyakarta. In this city, Javanese is the language that people usually use to communicate with each other. By using this kind of language style, the participants can feel closer despite the differences in the background of Susi Pudjiastuti and her audience.

Another social factor which affected the language style based on sentence structure was the function of the speech. The purpose of the speech was to invite the audience to protect and

care for Indonesia's oceans together. It also served to educate everyone about the importance of Indonesia's marine wealth. This function led Susi Pudjiastuti to use repetition as a language style because it helped to emphasize the main message and ideas conveyed in the speech.

"*Nah high seas ini sekarang ini adalah* zone of no one, no land zone, **nobody's authority, nobody governing, nobody controlling.**" (Well, the high seas now are a zone of no one, no land zone, nobody's authority, nobody governing, nobody controlling.)

In the given context, Susi Pudjiastuti delivered this statement to make her audience aware that many foreign countries are attempting to exploit Indonesia's marine resources. By emphasizing this point repeatedly, she strengthened her call for alertness and collective responsibilities among Indonesians to protect their maritime territory from external threats. The next social factor that affected the choice of language style was topic. It could affect people's choice of language as seen in the following example:

"*Jadi* **illegal and regulated fishing** *adalah* **one of the big problem in indonesia** *yang telah menjadikan stok ikan* **and that's why** *kita dari di atas 22 juta sebelum tahun 95 turun menjadi hanya 6,5 juta di tahun 2014.*" (So illegal and unregulated fishing is one of the big problems in Indonesia that has affected fish stocks, and that's why we went from over 22 million before 1995 down to only 6.5 million in 2014.)

From the example above, Susi Pudjiastuti brought up the topic of Indonesia's maritime condition where illegal and regulated fishing is one of the problems that Indonesia has faced for a long time. This shows that a topic can affect the choice of language style, in Susi Pudjiastuti's case, by using English words related to fisheries.

The last social factor is the setting. Susi Pudjiastuti was delivering a speech about Indonesia's maritime conditions and challenges to members of the parliament, as well as scholars, experts, and university students at the UGM campus. The setting indicates that Susi Pudjiastuti carefully chose a language style that matched her audience. She used a conversational style to create a sense of closeness with the listeners and employed repetition to ensure her ideas were effectively conveyed and easily understood by the audience.

CONCLUSION

In conclusion, Susi Pudjiastuti used a lot of conversational styles because she wanted to make herself closer to her audience. Moreover, she used more repetitions in the sentence structure because she wanted to educate and invite the participants to be more concerned about Indonesia's maritime. Considering the limitations of this study, future studies are suggested to analyze other speech using complete forms of Keraf's theory (2009) where tone and direct meaning can be included in the research. Furthermore, the writers also suggest further studies analyzing other types of public communication such as debate, talk show, webinar, interview, etc.

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