

POETIC SPEECH FUNCTION ON JOKOWI'S SPEECH ON G20 PROMOTION

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ABSTRACT

This study focuses on the function of poetic language, which is one of several functions of language. The function of poetic language is the function of language to make words or utterances more beautiful and aesthetic. This study uses a qualitative research design, which means that the data is presented in the form of a description. The instrument that will be used is the observation and recording of the video. Meanwhile, the source of the data is Jokowi's speech when he made speech at his inauguration as the new president of the G20, whose video was presented by VIVA and accessed via YouTube. The analysis is carried out by classifying words and specifically taking samples in the form of words that are included in the classification of poetic language functions. The findings of the analysis carried out are that in making speeches, the researcher finds a number of words that are included in the classification of poetic language functions. In its use at the time of the speech, the dominant of the many sentences used is in metaphor and metonymy, with the most dominance in metonymy. The use of the poetic function in the G20 presidential speech is carried out to beautify the speech so that the audience is happy to listen and another function is to pay respect to certain people so that they will get the value of politeness and familiarity

KEYWORDS: *poetic, speech, speech function, Jokowi's speech on G20 promotional*

1.0 INTRODUCTION

The development of science in modern times is growing rapidly. Likewise with linguistics, which has developed from just a picture in a cave before humans knew letters to what it is today. As a human need, language plays an important role in building civilization. Language itself according to Finocchiaro (1964: 8) is a system of arbitrary vocals, allowing all people in a particular culture, or other people who have studied the cultural system to communicate or interact. With a fairly high urgency value, learning a language is important and must be done from an early age. So important, learning languages can be done starting from childhood or toddlers (Wahidah & Latipah, 2021).

The importance of learning language, we are required to recognize the function of language as a means of communication. According to Holmes (2013) through the research of Sabian Wiyanto (2020), language functions can be divided into several types, namely



expressive, directive, referential, metalinguistic, poetic, and phatic functions. Everyone will produce this function differently. As one of the elements of language, recognizing and knowing this function is quite important.

In this study, the researcher will discuss one of the functions of language in the study of Holmes's (2013) theory, which specifically refers to the form of the poetic language function. The poetic function is carried out to enrich the verbal vocabulary and beautify language-speaking activities. Poetic functions are commonly performed in form of fish production, campaigns, speeches, and many other verbal activities. Thus, the poetic function has an important role in building language.

By referring to the function of poetic language, the researcher is interested in examining the function of this poetic language in real life. The researcher examines it through research whose data is taken from video, which in this context is Jokowi's speech during the inauguration of the G20 presidency in 2021. This study aims at finding out how the poetic function is applied to Jokowi's speech activities during the inauguration of the G20 presidency.

The research design that will be taken is in the form of qualitative descriptive. According to (Suardi, 2020) descriptive qualitative is a label used in qualitative research for studies that are descriptive in nature and widely used to describe social-related phenomena. Researchers will watch the G20 presidency video by listening carefully to every utterance used. The utterances will be recorded and the relevant word forms are classified into poetic function forms according to the theory of Holmes (2013).

2.0 METHOD

The design for writing this journal is to use a qualitative research design. Saryono (2010) pointed out that research is used to investigate, find, describe, and explain the quality or features of social influence that cannot be explained, measured, or described through a quantitative approach. While the method for collecting data is the observation method, which is identical to qualitative research, according to Hasanah (2017), the research method is a scientific way of obtaining data for certain purposes and uses. The data source is a video of President Jokowi's speech during the inauguration of the G20 presidency which was watched via YouTube by VIVA. The data is presented in the form of sound which will then be analysed. While the instrument used is the audio observation technique.

While in the analysis stage, there are several steps. The first step is to see, the researcher pays attention to every word spoken when the speech takes place. The second step is to classify it into the form of several language functions, but what will be included in the discussion are words that fall into the poetic function category. The final step is to draw conclusions. Researchers draw conclusions and discussed them with a qualitative descriptive approach.

3.0 RESULT AND DISCUSSION

The research findings are a form of the results of the analysis conducted on the video of President Jokowi's speech in his inauguration as the new President of the G20. Data that has been written in the form of notes by the researcher can be written in this section. The use of poetic language functions are identified as follows in the video:

- ✓ *Yang mulia, saya menyampaikan (0.33)*

- ✓ *Pemuliaan ekonomi dunia (01.03)*
- ✓ *dan inovasi yang tiada henti (01.33)*
- ✓ *G20 harus menjadi motor pengembangan sistem (01.37)*
- ✓ *Saya mengundang yang mulia, dan bapak ibu (1.49)*
- ✓ *Kami akan menjamu yang mulia dan bapak ibu (1.59)*
- ✓ *di hamparan pantai Bali yang indah (2.02)*

Broadly speaking, speech puts forward poetic words and forms of the aesthetic function of language to respect others. The use of the word "*Yang Mulia*" denotes deep respect and is accompanied by a pause, which gives the word "*Yang Mulia*" an added impression. The word "*Yang Mulia*" is considered more aesthetic and honorable than "*Yang Terhormat*" because the word noble has the meaning of a person who is truly upheld.

In addition, the speech also puts forward the use of poetic language functions for the purpose of beautifying speech, even though the situation is really formal. Use of fancy words like "*Pemuliaan*" then "*tiada*" "*hamparan*", and "*motor*". Each of these words has the same form and the use of these beautiful words aims to enrich vocabulary when making speeches. The word "*motor*" this word even has a metaphor that means mover. The use of poetics and metaphors is considered to be able to make an utterance more beautiful (Xu Yang, 2015). Thus, there are seven uses of sentences that contain or function as poetic functions. Its use is encouraged to pay homage to and enrich vocabulary.

Poetic Function

Poetic function is one of several language functions proposed (Holmes, 2013). This function is used to beautify the spoken utterance and also so that the spoken utterance has a good aesthetic value.

- **Vocabulary's Characteristics Due the Situation**

The use of this language function is found in many verbal activities, one of which is speech, this makes the speech more beautiful. The use of this language function adapts to the existing situation. Different situations will require the use of different poetic language functions, such as the use of the word "*Yang Mulia*" which is only done in formal speech and metaphorical figure of speech that may not be used during a speech.

- **The Purpose of Usage**

The use of this language function aims to enrich speech vocabulary. As a person giving a speech, it is natural to use the word beautiful to show an attitude of respect and politeness through the use of relevant poetic language functions. According to Englopedia, the use of the poetic function will give weight to what is said. Thus, there is nothing wrong with giving a poetic function in giving speeches, even at very formal events and can be inserted into formal language styles with the right conditions or amounts.

- **Language Variety**

As one of the functions of language for aesthetic purposes, this language function is divided into several sub-functions such as metaphor, simile, hyperbole, ellipse, description, and irony. In the analysis carried out, the Jokowi Presidency video during his inauguration used several types including:



➤ Metaphor

This can be seen by the use of the word "Yang Mulia" which is indicated for one of the people present at the inauguration. This word is a formal pronoun of "Yang Terhormat" noble is interpreted as a person who is very honored and considered the highest honor. The use of "Yang Mulia" will give a very deep impression. Classically, the word "Yang Mulia" is synonymous with the leader of a region or kingdom with the highest rank.

➤ Metonymy

Metonymy is a poetic variation. Keraf (2010) stated that that metonymy is a style of language that uses words to express something else because it has a very close relationship. In essence, this figure of speech uses words that are related to the words that are actually intended to be expressed. Thus the use of metonymy is when the word "motor" is used which has the perception of being a mover, a driving machine, a powerful and fast and efficient driving machine. In addition, "Pemuliaan" stands for empowerment. The word "Pemuliaan" is considered quite beautiful compared to similar words, the suffix "Pe+mulia+an" shows respect for the object which in this context is the economy. Metonymy dominates over metaphor.

4.0 CONCLUSION

The conclusion obtained from this research is that President Jokowi's speech during the G20 presidency process contained elements of poetic language functions. The function of poetic language is used to beautify the narrative in speech, with the poetic function as well, the vocabulary used during speeches will be richer and more varied. In addition, the use of this language function is also a form of expressing respect for someone.

The function of poetic language has sub-types, including metaphor, simile, hyperbole, metonymy, hyperbola, ellipse, description, and irony. Although there are many variations of the function of poetic language, there are only two variations that are used, namely metaphor and metonymy. However, it does have a significant impact on speech.

Thus, the use of poetic language functions is quite important. It should be in carrying out verbal activities such as speeches, lectures, and verbal activities that require many listeners to use the poetic language function. This is done to beautify us in speech. So that our speech gets a pretty good appreciation from the listeners, which has an impact on us.

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