

BALD ON RECORD STRATEGY IN JOKOWI-AMIN'S AND PRABOWO-SANDI'S FIRST PRESIDENTIAL ELECTION DEBATE

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ABSTRACT

This research aimed to investigate the utterances of Jokowi-Amin and Prabowo-Sandi in first presidential election debate based on Bald on Record strategy. This research employed descriptive qualitative approach. The utterances of both candidates became the source of the data. The instruments of the research were the researcher and sheet of data. The finding found that Jokowi-Amin and Prabowo-sandi used bald on record strategy. Jokowi-Amin used 4 utterances of showing disagreement, 2 utterances of showing suggestion/advice, 1 utterance of showing requesting, 1 utterance of showing warning, and 5 utterances of showing imperative. While Prabowo-Sandi have 3 utterances of showing disagreement, 3 utterances of showing suggestion/advice, 1 utterance of showing requesting, 1 utterance of showing warning, and 2 utterances of showing imperative.

Keyword: *Debate, and Bald on Record*

INTRODUCTION

The first presidential election debate 2019; Jokowi-Amin and Prabowo-Sandi is a kind of a debate or formal discussion which concern about Corruption and Nepotism in Indonesia. Therefore, this debate is a media for candidates to distribute their ideas in term of how to

solve this problem, for whom the rescue conducts. Considering these term, each candidate has their own way or plans to solve this problem.

Hornby (2010:375) defines debate as “a formal discussion of an issue at a public meeting or in a parliament.” The essence of the debate is to convince the

opponent and the audience regarding of one of debater's arguments. Usually, a debate campaign is illustrated as a full tension situation from debater. Each debater or nominee of campaign tries to kill, struggle or even maintain their strong arguments to attract appreciation from audience. Consequently, by having full of tension, they will use politeness strategy in order to win the elections session elegantly and get greatest appreciation from voters. In other words, the debate can be considered not only as session of they are having a debate but also how they express their opinions, ideas, and feeling through some strategies they use.

Politeness focus on how people express their feeling and thought and it makes politeness be an interesting thing. Being polite is one of the ways people conducting speech quality. Being polite is not simply as a matter of saying please and thank you (Holmes, 1995: 296).

There are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness" behaviour. The strategies are bald on record, positive politeness, negative politeness, and off record-indirect strategies.

Considering the wide range of the approaches of politeness, the researcher limited the problem observed. The research only focused on analyzing bald on record strategy used by two candidates, Jokowi-Amin and Prabowo-Sandi and how the bald on record strategy applied by those candidates. The research also focused on in the segment V of the debate. Therefore, based on the explanation above this research chooses the title: "**Bald on Record Strategy in Jokowi-Amin's and Prabowo-Sandi's First Presidential Election Debate**".

THEORETICAL FRAMEWORK

Politeness

Meyerhoff (2006: 82) says that politeness is the actions taken by competent speakers in a community in order to attend to possible social or interpersonal disturbance. Generally, being polite is taking others feeling which make others feel comfortable and using appropriate linguistic choices to create relationship with others. Politeness is a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange.

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Similarly, politeness as a communication strategy where people consider several choices of different kinds like what they want to say, how they say it, and with whom they are speaking to make a good communication.

There are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness" behaviour. The strategies are bald on record, positive politeness, negative politeness, and off record-indirect strategies.

Bald on Record Strategy is to the point concept. It means that speaker tells or explicitly and directly what he/she wants towards hearer. According to Brown and Levinson (1978:94), Bald on Record deals with Grice's Maxims (1975) which reveals that to get the maximum advantage in communication, people should consider the quality, quantity, relevance, and also manner. It means that, people ought to tell the truth, not to say something less or more than is required, be relevant with the topic discussed and avoid ambiguity. It is the best way to avoid misunderstanding, yet it has the greatest risk to threat hearer's face. And in applying this strategy, someone can utilize its five sub-strategies. They are showing disagreement (criticism), giving

suggestion/advice, requesting, warning; threatening, and using imperative form.

- **Showing Disagreement:** In showing his/her disagreement, the speaker states an utterance which is contrary with the hearer's.
- **Giving Suggestion/Advice:** This sub-strategy is done by applying direct and clear suggestion/advice to the hearer.
- **Requesting:** It is another sub-strategy of Bald on Record. This type of sub-strategy is employed by giving or making request to hearer to deliver the speaker's intention.
- **Warning/Threatening:** The next sub-strategy is Warning/Threatening. It is the most frequent type among the five sub-strategies of Bald on Record.
- **Using Imperative Form:** Imperative form is usually used to make a command. It consists of the base form of the verb alone. Although the subject of imperative may not be visible, its subject is always you since the speaker who makes the command always ask the second person or you to do something.

METHOD OF RESEARCH

This research employed descriptive qualitative approach. Thus, the data and analysis in this research were in the

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descriptive forms. The data of the research were in the form of utterances and taken

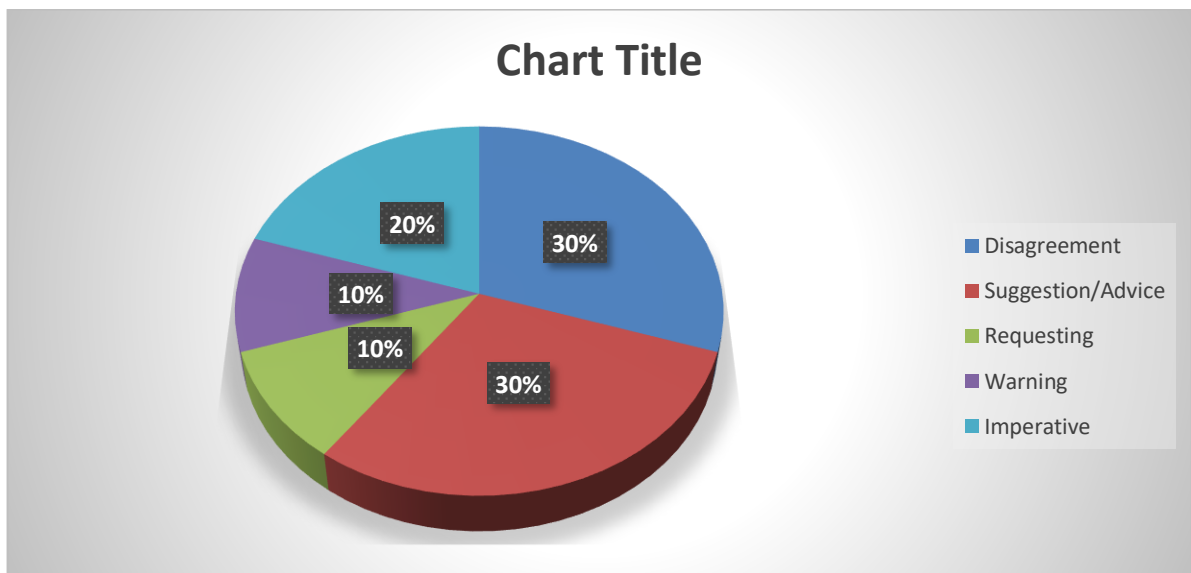
from Jokowi-Amin's and Prabowo-Sandi's First Presidential Election Debate transcription, the transcription downloaded from the internet (<https://tirto.id/transkrip-lengkap-debat-perdana-pilpres-2019-segmen-lima-deE8>). In this research, the researcher was the key (main) instrument of the research and as the secondary instrument, the researcher used tables or data sheets to note the data which were related to the objectives of the study. The data sheets were used to help the researcher in the process of identification and analysis of the data. The utterances will be the

source of data. The data classified based on bald on record strategy.

FINDINGS AND ANALYSIS

Finding

In this debate, both of the candidates, Jokowi-Amin and Prabowo-Sandi use all types of bald on record strategies. The bald on record strategies are divided into disagreement, suggestion/advice, requesting, warning, and imperative. Those strategies are Prabowo-Sandi's will be described briefly in the following chart:



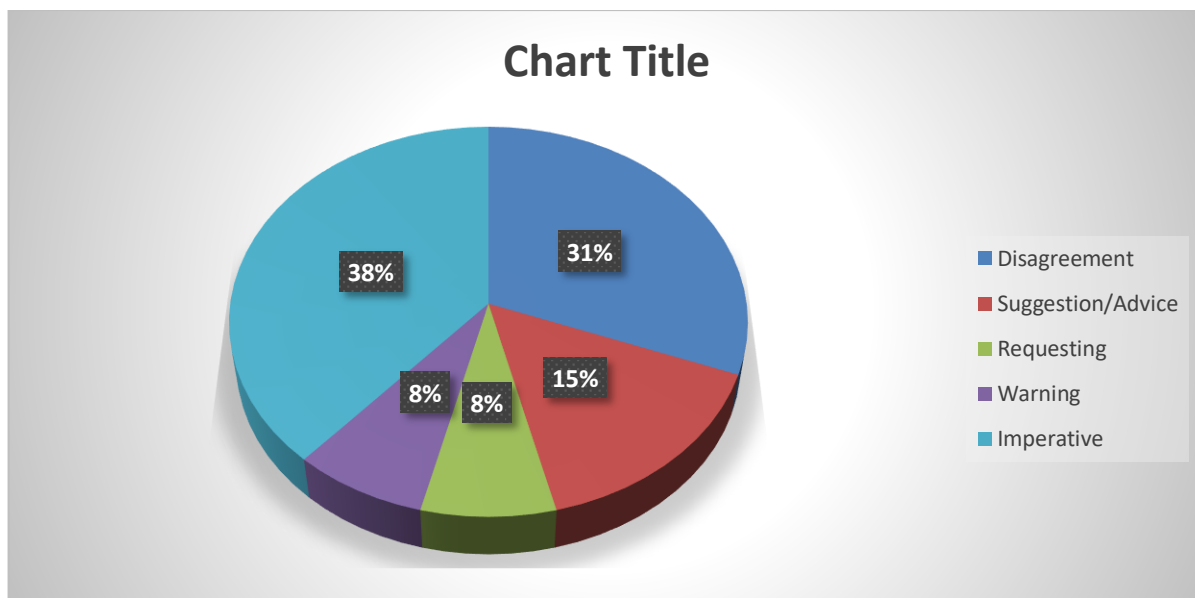
Form the chart can be concluded that there were three utterances of

disagreement used by Prabowo-Sandi to respond Jokowi-Amin's

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utterances. Prabowo-Sandi also used three utterances of Suggestion, one utterance of Requesting, one utterance of Warning, and two utterances of Imperative.

While Jokowi-Amin's can be seen in the following chart



From the chart can be concluded that there were four utterances of disagreement used by Jokowi-Amin to respond Prabowo-Sandi's utterances. Jokowi-Amin also used two utterances of Suggestion, one utterance of Requesting, one utterance of Warning, and five utterances of Imperative.

Analysis

Based on the finding above, Jokowi-amin are most dominant used some strategies of bald on record strategy as seen in utterances during the debate. This analysis notices various kinds of bald on

record strategies application for various purposes and motives, especially when they want to defend their argument toward Prabowo-Sandi's statement. The examples of the usage of bald on record strategy as follow:

- Showing Disagreement

There were four utterances of disagreement used by Jokowi-Amin. Here is two of them.

“Sayainitidakmemilikibeban-bebanmasalalu, sehinggaenakdalammemberikanperintah-

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perintah, **tidak adak kepentingan-kepentingan pejabat yang kami angkat**”.

The bold utterance above is as a response towards Prabowo-Sandi's question: **Saya ingin bertanya bagaimana pandangan Bapak tentang konflik kepentingan ini.**

Therefore, they use the utterance “... **tidak adak kepentingan-kepentingan pejabat yang kami angkat**” as their response towards their disagreement toward Prabowo-Sandi's question.

In other utterances

“Kita tahu korupsi adalah kejahatan yang luar biasa, bahkan Pak Prabowo pernah mengatakan bahwa korupsi di Indonesia sudah stadium empat, **meskipun ini saya enggak setuju.**”

It means that Jokowi-Amin have a different view from the Prabowo-Sandi's view.

While Prabowo-Sandi used disagreement in three utterances. One of them is

“... **Ya saya tidak, saya tidak setuju itu,** ...”.

Prabowo-Sandi used this statement to state if they don't agree with Jokowi-Amin's statement about ICW data.

- Showing Suggestion/Advice

There were two utterances of Suggestion / Advice used by Jokowi-Amin.

“Pertama, saya akan mulai dari saya, Pak Prabowo”

“... ”

malah baik karena ada saling kontrol dan masyarakat juga tahu”

All utterances of suggestion used by Jokowi-Amin to respond Prabowo-Sandi's question. Jokowi-Amin tried to suggest the way how to solve the problem stated by Prabowo-Sandi.

Prabowo-Sandi also used suggestion strategy in their utterances. They have three utterances indicating suggestion strategies. Such as:

“... saya kira harus kita habiskan di Indonesia saat ini”.

They used the statement to suggest what to do towards corruption.

- Showing Requesting

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Jokowi-Amin used Request strategy to give solution about importing some commodities can make the farmers loss as stated by Prabowo-Sandi.

“... pemerintah kami ingin, inginsemuanyasederhana, semuanyamudah”.

In showing requesting Prabowo-Sandi express in the utterance:

“Sayainginbertanyabagaimanapandang anbapaktentangkonflikkepentinganini?”

They ask the solution of the problem from Jokowi-Amin.

- Showing Warning

Warning strategy used by Jokowi-amin to give threat to Prabowo-Sandi.

“Tapimenurut ICW, partai yang Bapakpimpintermasuk yang terbanyakmencalonkanmantankoruptor ataumantannapikorupsi”.

Prabowo-Sandi also tried to warn Jokowi because some of Jokowi's member have an affair in importing case.

- Showing Imperative

There were five utterances of Imperative used by Jokowi-Amin.

“... dilaporkansajapakpolisi, laporkansajakeKPK, laporkansajakeKejaksaan...”.

They used the utterance to give the solution if Jokowi's member have problem in importing some commodities.

Other utterance is

“... cobakeonline single submission, cobabapakdatang ...”.

It is as the way to prove the new application made by Jokowi in his first period as a president. So, he asked Prabowo to come to prove it.

Prabowo-Sandi have two utterances of imperative utterances. One is:

“... silakanlaporkankepada kami”.

This statement used to respond the Jokowi-Amin's statement about Prabowo-Sandi's member. Jokowi-Amin said that some of Prabowo-Sandi's member are ex-corruptors. If it is true, Prabowo-Sandi ask to confirm it to them.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Jokowi-Amin and Prabowo-sandi used bald on record strategy. Jokowi-Amin used 4 utterances of showing disagreement, 2 utterances of showing suggestion/advice, 1 utterance of showing requesting, 1 utterance of showing warning, and 5 utterances of showing imperative. While Prabowo-Sandi have 3 utterances of showing disagreement, 3 utterances of showing suggestion/advice, 1 utterance of

showing requesting, 1 utterance of showing warning, and 2 utterances of showing imperative.

Suggestion

It is suggested for further researcher to investigate the first presidential election debate based on other type of politeness strategy.

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