

ANALYZING PRESIDENTIAL COMMUNICATION: JOKOWI DODO'S USE OF DIALECT IN ANTI-CORRUPTION SPEECHES

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Abstract

This study analyzes President Joko Widodo's (Jokowi) use of dialect in his anti-corruption speeches, focusing on its effectiveness in shaping public perception and mobilizing support. Utilizing Framing Theory, the research examines how Jokowi's linguistic choices frame the anti-corruption narrative. The qualitative analysis of Jokowi's World Anti-Corruption Day speech reveals that his use of local dialect and informal language fosters relatability and trust, bridging the gap between the government and the people. Findings indicate that Jokowi's strategic framing of corruption as a collective moral responsibility and a common enemy mobilizes public support and reinforces a national identity centered on integrity and transparency. This approach effectively highlights both achievements and ongoing challenges in the fight against corruption, maintaining public engagement and trust. The study underscores the importance of strategic communication in political leadership and offers insights for enhancing anti-corruption campaigns in Indonesia.

Keywords; *Jokowi, presidential communication, dialect, speech analysis, anti-corruption, Indonesia, public trust, cultural identity, accountability, transparency.*

INTRODUCTION

Political communication is crucial in shaping public perception and influencing opinion, particularly in Indonesia, where presidential speeches are key tools. Delivered on significant occasions like World Anti-Corruption Day, these speeches highlight the government's commitment to combating corruption and mobilize public support.

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Corruption remains a significant challenge in Indonesia despite improvements noted by Transparency International (2020). President Jokowi, in his anti-corruption speeches, emphasizes integrity and transparency. As van Dijk (2008) notes, political speeches are symbolic actions that shape social reality.

The use of dialect in political speeches can significantly impact audience reception. Holmes (2013) asserts that dialect and word choices strengthen the speaker's identity and create emotional closeness with the audience. Jokowi's use of a distinctive dialect aims to connect with the people, demonstrating simplicity and openness. Nurhayati (2019) found that Jokowi's relaxed and informal style is more effective in gaining public support than a rigid, formal style.

Framing Theory, proposed by Erving Goffman (1974), posits that the presentation of information influences audience perception and response. In political speeches, framing can shape how key issues are understood. Fairhurst and Sarr (1996) suggest that effective leaders use framing to manage meaning and control the narrative.

RESEARCH METHOD

This qualitative case study analyzes Jokowi's World Anti-Corruption Day speech to understand the impact of his use of dialect and linguistic choices on public perception. Primary data includes the speech transcript from official sources, while secondary data comprises academic articles and prior research. Using the Framing Theory framework, the analysis identifies and interprets linguistic and rhetorical patterns, focusing on framing the anti-corruption message. As Fairhurst and Sarr (1996) argue, "effective leaders use framing to manage meaning and control the narrative around their policies and actions." Data validity is ensured through triangulation with multiple sources and peer review, which aligns with the methodology recommended by Yin (2014) for ensuring the credibility and reliability of case study research. Ethical guidelines are strictly followed, with proper citation and focus on publicly available data. This method aims to provide insights into the effectiveness of Jokowi's communication strategy in mobilizing support for anti-corruption efforts.

RESULTS AND DISCUSSIONS

The analysis reveals several key findings:

- Use of Local Dialect and Informal Language

Jokowi frequently uses local dialects and informal language, creating relatability and closeness with the audience. This approach bridges the gap between the government and the people. For instance, Jokowi uses familiar terms like "kerja nyata" (real work) and "gotong royong" (mutual cooperation), making his message more engaging.

- Framing the Anti-Corruption Message

Jokowi frames corruption as a shared enemy requiring unified action. This strategic framing emphasizes integrity, transparency, and collective effort. He asserts, “Korupsi adalah musuh bersama yang harus kita perangi bersama-sama” (Corruption is a common enemy we must fight together).

- Emphasis on Progress and Challenges

The speech highlights progress in fighting corruption while acknowledging ongoing challenges. By doing so, Jokowi instills hope and a sense of achievement, maintaining public motivation and trust.

- Narrative of Moral Responsibility

Jokowi invokes themes of moral responsibility and national pride, framing the fight against corruption as a moral imperative reflecting the nation’s character and future. He states, “Memberantas korupsi adalah tugas mulia yang harus kita laksanakan demi masa depan bangsa” (Fighting corruption is a noble task for the future of the nation).

DISCUSSIONS

The analysis of President Joko Widodo’s World Anti-Corruption Day speech reveals the significant impact of his strategic use of local dialect and informal language in political communication. These findings highlight several key dimensions of Jokowi’s rhetorical approach and its broader implications for political leadership and anti-corruption efforts in Indonesia.

A. Enhancing Relatability through Local Dialect

Jokowi’s frequent use of local dialect and informal language establishes a connection with the audience, making his messages more relatable and accessible. Holmes (2013) emphasizes that dialect can strengthen the speaker’s identity and foster emotional closeness with the audience. This is particularly important in a diverse country like Indonesia, where regional languages and dialects play a crucial role in everyday communication. By using familiar terms and phrases, Jokowi not only bridges the gap between formal political discourse and the public but also reinforces his image as a leader who understands and relates to the common people.

B. Framing Corruption as a Collective Responsibility

Through the lens of Framing Theory (Goffman, 1974; Fairhurst & Sarr, 1996), Jokowi’s speeches frame corruption as a common enemy and a moral imperative. This framing effectively mobilizes public support by appealing to a shared sense of duty and national pride. By positioning the fight against corruption as a collective effort, Jokowi fosters a collective identity centered on integrity and mutual cooperation. This strategic framing aligns with Goffman’s (1974) assertion that the way information is presented can shape public perception and response. Fairhurst and Sarr (1996) further highlight that leaders who adeptly manage framing can control the narrative around their policies and actions, which is evident in Jokowi’s speeches.

C. Balancing Progress and Challenges

Jokowi's speeches not only highlight the progress made in combating corruption but also acknowledge the ongoing challenges. This balanced approach sustains public motivation and trust in the government's efforts. By celebrating achievements, Jokowi instills a sense of hope and progress, which is crucial for maintaining public morale. Simultaneously, by recognizing the persistent challenges, he underscores the need for continued vigilance and collective action. This dual focus ensures that the public remains engaged and supportive of anti-corruption initiatives.

D. Strategic Communication in Political Leadership

The findings underscore the importance of strategic communication in political leadership. Jokowi's ability to use language strategically to frame issues and connect with the audience exemplifies the power of rhetoric in shaping public perception and mobilizing support. As Fairhurst and Sarr (1996) note, effective leaders use framing to manage meaning and influence public discourse. Jokowi's speeches demonstrate how strategic communication can enhance the impact of political messages, particularly in mobilizing support for critical issues like anti-corruption.

E. Practical Insights for Anti-Corruption Campaigns

The study provides practical insights for improving anti-corruption campaigns in Indonesia. First, it highlights the effectiveness of using local dialect and informal language to build rapport with the audience. Anti-corruption campaigns can leverage this strategy to make their messages more relatable and engaging. Second, the importance of framing corruption as a collective moral responsibility suggests that campaigns should emphasize shared values and collective action. Finally, the balanced approach of celebrating progress while acknowledging challenges can help maintain public trust and motivation.

F. Theoretical Framework: Framing Theory

Framing Theory, introduced by Erving Goffman (1974), posits that the way information is presented (or "framed") influences how it is perceived and interpreted by the audience. In political communication, framing can be used to highlight certain aspects of an issue while downplaying others, thereby shaping the public's understanding and response. Fairhurst and Sarr (1996) expanded on this concept by suggesting that effective leaders use framing to manage meaning and control the narrative around their policies and actions. In the context of Jokowi's speeches, Framing Theory provides a valuable lens to analyze how his use of dialect and

rhetorical strategies frames the anti-corruption message, influencing public perception and mobilizing support.

G. Broader Implications

Beyond the specific context of anti-corruption, Jokowi's communication strategies offer broader implications for political leadership in diverse societies. Leaders who can effectively use local dialects and strategic framing can enhance their relatability and influence. This is particularly relevant in multicultural and multilingual contexts where connecting with diverse audiences is crucial.

In conclusion, the study underscores the significance of strategic communication in political leadership. Jokowi's use of local dialect and framing techniques effectively enhances the relatability and impact of his anti-corruption messages. These findings offer valuable insights for political leaders and communicators aiming to mobilize public support for critical issues. By understanding and applying these communication strategies, leaders can better connect with their audiences, shape public perception, and drive collective action.

CONCLUSION

This study analyzed Jokowi's World Anti-Corruption Day speech, highlighting how his use of dialect and linguistic choices influences public perception and support for anti-corruption initiatives. Jokowi's use of local dialect and informal language creates relatability and engagement, bridging the gap between the government and the people. His strategic framing of corruption as a common enemy and moral responsibility mobilizes public support and fosters a collective identity centered on integrity and national pride. The study demonstrates that effective use of dialect and framing techniques can significantly enhance political communication, providing valuable insights for improving anti-corruption campaigns in Indonesia.

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