



Illocutionary Acts in Obama's Campaign

A Thesis

*Submitted in Partial Fulfillment of the Requirement
for the Degree of Sarjana Sastra*

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Padang

2009



ABSTRAK

Dalam skripsi ini dibahas teks pidato kampanye Barrack Husein Obama pada saat mencalonkan diri sebagai presiden dari partai demokrat. Analisis difokuskan pada kaidah-kaidah yang terdapat pada janji yang diujarkan oleh Obama, kaidah yang paling sering muncul, dan cara Obama berjanji pada pidato kampanye.

Data diambil dari pidato Obama di Illinois pada tanggal 10 Februari 2007. Data dikumpulkan dengan mengunduh video dari <http://www.youtube.com> dan kemudian mencocokkan dengan transkrip pidato Obama yang diunduh dari <http://www.obamaspeeches.com/099-announcement-For-President-Springfield-Illinois-Obama-Speech.htm> untuk mendapatkan data yang valid. Dalam menganalisis data, penulis menggunakan teori yang dikemukakan oleh Searle (1969) dan didukung oleh teori konteks Hymes (1972).

Dari hasil analisis ditemukan *propotisional content*, *preparatory*, *sincerity* dan *essential* digunakan. Dari keempat kaidah tersebut *preparatory rules* yang paling banyak muncul karena orang yang menerima janji mengetahui latar belakang janji dan mereka ingin janji itu dipenuhi. Namun, baik penutur janji maupun orang yang menerima janji tidak tahu kapan janji itu dapat dilaksanakan selama masih dalam kondisi normal. Dalam berjanji, Obama menggunakan cara tersendiri yaitu mengajak rakyat untuk ikut serta memenuhi janji itu dengan penggunaan kalimat "Let Us" atau "Let's".

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Politic is a part of a nation that presents in every nation in the world. Pursuant to several experts there are many definitions of politics. First, Mitchell said in the book *Political Analysis and Public Policy* (in Budiardjo, 2006, p.11), "*politics is collective decision making or the making of public policies for an entire society*". Second, Laswell said that (In Budiardjo, 2006, p.13), "*politics is the problem which gets what, when and how.*" In short, politics can be defined as all the activities in seizing and defending power. The main concepts of politics in perspective of Budiardjo (2006, p.9) are: state, power, decision making, public policy and distribution. All of those categorizes must be appeared in every nation because those categorizes are the important element in a nation.

Furthermore, nation is an organization in one region that has absolute power and followed by the citizens. Then power is someone's or group's ability in influencing behaviour of somebody or group as the willingness of the actor. Even decision making is the taking of decision collectively and tying all communities. Next, public policy is the decision that had already taken as the way to reach the

purposes. Last, distribution is the allocation of values in society (Budiardjo, 2006, p.9-13).

Most of all nations will change their leader like President or Prime Minister every several years. Five years in Democratic nations and four years in Federal nations. Moreover, every Democratic nation has the election of parliament committees. The candidate that got many voters in the parliament will get a chance to sit in parliament. These candidates must have force to make people followed their idea, intellectual and politic whereas this force their package in promise.

In delivering their promise absolutely language is use as medium of power. As stated by Bauldrillard (in Latif, 1996, p.15) "*the real monopoly is never that of technical means, but of speech*". It means, language of politic is not only tools of communication but also social activity which tied, reconstructed, in particular condition and has social setting (Latif, 1996, p.18). Language of politic has authority in maintaining and changing the power in current society. Even, Language of politic is used to explain the fact of social – politic and perform as representation of the power.

In this case, the politicians will utter their promises in different ways. Some of them tell it directly and some others implicitly. In addition, several candidates might say that he or she would make a change to the nation by himself or herself and the others might ask the voters to make a change in their nation together with him or her. This can be seen from one of the candidates of Indonesian President and vice

CHAPTER IV

CONCLUSION

Political campaign is one vehicle for the candidate of President to state his or her promise to do some changes in the future for the hearer. This act is called promise making which is one of commissive. Commissive is also one of acts in illocutionary acts. In making promise, Obama uses all the rules which are proposed by Searle. The rules which used by Obama are preparatory rules, essential rules, propositional content rules and sincerity rules.

In his promises, he used preparatory rules dominantly than the others. This rules is used fifty percent (50%) in the whole of his promises. This rule occurs mostly because this is a campaign speech. The voters wants the acts happen to him or her but both, speaker and hearers do not know when this act will happen during they are still in the normal condition.

The second rule used by Obama is essential rule. In this rule, Obama promises one act but actually he wanted to do other acts. This rule occurs twenty five percent (25%) from his promises. The third rule is sincerity rule which is used by Obama in his campaign speech. In uttering his promise he brought his psychological effect so this promise occurs sincerely. This rule occurs only twelve point five percent (12.5%) of his promises. The last rule found in his campaign's speech is propositional content rule which is used twelve point five percent (12.5%) of his promises.

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