

## THE PERSUASION STRATEGY IN ELECTION DEBATE OF DKI JAKARTA GOVERNOR AND DEPUTY GOVERNOR

Oleh:

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### Abstrak

Penelitian ini bertujuan mengidentifikasi strategi persuasi dalam debat pemilihan gubernur dan wakil gubernur DKI Jakarta yang dituturkan oleh tiga pasangan calon gubernur dan wakil gubernur. Penelitian ini merupakan jenis penelitian kualitatif. Data penelitian ini berupa strategi persuasi yang muncul dalam debat pemilihan gubernur dan wakil gubernur DKI Jakarta. Data tersebut bersumber tayangan debat yang disiarkan di stasiun televisi nasional. Teknik pengumpulan data yang digunakan yaitu observasi. Adapun teknik analisis data yang digunakan adalah teknik agih dan metode pragmatik fungsional. Untuk menentukan keahlian data dilakukan triangulasi data dan diskusi teman sejawat. Temuan hasil penelitian ini dapat disebutkan sebagai berikut. Terdapat empat jenis strategi penggunaan bukti dalam debat, yakni (1) bukti kredibel, (2) bukti baru, (3) bukti spesifik, dan (4) bukti kisah.

**Kata kunci:** Debat, Strategi persuasi, bukti

### 1. INTRODUCTION

The candidate debate forum or candidate dialogue becomes one of the means to improve the quality of candidates, because in this forum the candidates will explain the background of the nomination and the agenda that will be carried out if elected. Candidates can also convince people with constructive and critical thoughts. Citizens freely and democratically will know the agenda offered by the candidates. Candidates are also required to compete with a clear program and vision and mission with those offered by other candidates in a healthy manner.

This debate forum is one of the best moments in delivering the candidates' vision and mission. Candidates are required to use various communication strategies. The communication strategy can be seen from the realization of the speech acts between the candidates in the debate forum. In debates, language functions as a vehicle for conveying wisdom, obtaining appreciation, and for convincing. The pairs of candidates for governor use the persuasion strategy to form the mindset of citizens / people. This is intended to make people interested and give voice to the passion. Thus the passion are free to use the persuasion strategy not only to express their opinions, but to convince citizens to achieve their goals.

The reason why the persuasion strategy was chosen as the focus of this research was because in the election debate, many candidates used the persuasion strategy. In life, humans really need communication. Of the various types of communication objectives one of them is persuasion communication. Persuasion communication is often used to influence and

change attitudes, human behavior. According to Larson the persuasive strategy is the overall communication to achieve several goals. The persuasion strategy uses tactics that are specific arguments or important points that are persuaded by the speaker. According to Beebe & Beebe there are several types of persuasive strategies, such as the use of evidence which consists of the use of credible evidence, the use of new evidence, the use of specific evidence, and the use of story evidence. Given how thick the link between debate speech and persuasion strategies is what drives this focus selection.

### 2. REVIEW OF LITERATURE

Persuasion means persuading or convincing in which the final goal is for the speaker to do something, change his attitude. According to Beebe & Beebe (2012), persuasion is the process of organizing ideas for people and people for ideas. If the persuasive speaker wants to be the center of the audience's attention, he must use effective strategies to organize the message so that the audience or listener will respond seriously to the enticements spoken. An effective strategy will contain several inducements including ways to "make decisions" by heart. Those who receive a message of persuasion must get the conviction, that the decision they made is a right and wise decision and is made without coercion from any party.

#### a. Persuasion Strategy

According to Beebe & Beebe (2012), persuasion is a process of organizing ideas for people and people for ideas. If the persuasion speaker wants to be the center of attention, she/he must use effective strategies to organize messages so that the audience or listener will respond

seriously to the persuasion. Beebe & Beebe (2012) establish the type of persuasion using evidence. The use of evidence is very important to support persuasive speakers. This evidence can be obtained through collecting data in the mass media. There are several characteristics of the use of evidence:

1. Using evidence which is credible evidence and it means using credible evidence can be in the form of credible testimony. Reliable testimony is a statement from someone who has experienced or was directly involved. In this case the paslon must bring evidence that can be accounted for in the public, considering the Pilgub debate is a national moment where everyone can find data or facts and cannot be fooled.
2. Using new evidence means that the evidence used must be new and up to date. So, the listener has never heard that information before. Persuasion speakers must be able to ensure that the report is completely new to keep the audience focused on it or pay attention to the message. So, the audience really prefers to hear something new, the paslon must be able to obtain the latest data or updates on the latest developments related to the condition of Jakarta.
3. Using specific evidence means the evidence used must be specific. The specifics referred to can be related to the amount or percentage. Data can be in the form of numbers or definitive descriptions and are obtained based on proper calculations. In the election the candidate pair uses a lot of numbers or a certain amount, then the numbers must match the facts.
4. Using evidence to tell a story means that evidence to tell the story must keep using facts and data. In the Pilgub debates the paslon also used the evidence of this story, because they told how their *blusukan* experience had been circulating throughout the city of Jakarta. The story told can be used as a strategy to attract the attention of the public, but as has been said, the experience conveyed must be a truly personal experience.

### 3. RESEARCH METHODS

The approach used in this study is a qualitative approach. Because this research aims to reveal various qualitative information by carefully describing the properties of a thing, condition, phenomenon or phenomenon that is more valuable than just a statement of numbers or frequencies in the form of numbers. The data of this study is the persuasion speech of the Jakarta governor candidate and governor candidate. The data source of this research are three debating performances held at the Bidakara Hotel, South Jakarta.

### 4. RESULTS AND DISCUSSIONS

This chapter presents a description of the results of research on persuasive strategies in the 2017 DKI Jakarta governor and vice governor election debates that were analyzed using functional pragmatic analysis methods. In this Chapter the development of context descriptions whose elements are exchanged repeatedly, is then classified according to procedure. The results of the procedure are exchanged in a similar context and identified according to topic. Data analysis focuses on the form of persuasive discourse strategies that have credible data, using the latest data, detailed data evidence, and specific data, and data obtained through stories experienced based on the experience of the speaker.

1. The credible evidence is credible evidence of candidates for governor and deputy governor. Credibility refers to three components namely expertise, trust and existence.

"It was right to say that there were interventions from political power that we must avoid. **Of course I will adopt what is my capital while in the military, how to organize an organization that is professional and also has a system and is completely open and measurable.**"

(AHY. TP. Kr. 04)

Those data above is AHY's speech of governor candidate number 1 which was conveyed in the 2017 DKI Jakarta governor and deputy governor election debate in debates *live* broadcast on various television media. This debate was moderated by Ira Koesno, a presenter and senior journalist in Indonesia. The debate was followed by the three pairs of pairs and witnessed by their three supporters. The purpose of this debate is to convey the vision and mission and work programs of the three candidates. With his well-built and muscular gestures typical of military members, AHY said that his military provisions would be his main asset in becoming a professional politician. Loud voice, structured language, sharp eyes. AHY tried to convince the audience with his firm and polite speech. Through the television media where the live debate was broadcast, AHY's verbal speech was able to influence many viewers. Not only Jakarta citizens who will follow the election, but also all Indonesian citizens who watched the program. The type of speech delivered by AHY in this debate was representative speech.

The AHY's utterance to the public that stated he would adopt his knowledge in the military world into the political world that he is currently living. The purpose of the action taken by AHY in his speech is a type of pictorial or expressive procedure. The pictorial or expressive type refers to the toning field as a tool for the suitability of linguistic expression. Because there is a speech, the residents who watch the show will find information about AHY's experience in the military. Discipline in the military world is a must-have character. This

is the use of persuasion strategy through credible evidence conducted by AHY to focus the audience on his experience which makes him a professional figure. So, by carrying out a persuasion strategy that states credible evidence, AHY believes it can attract the sympathy of citizens.

## 2. The New Evidence

The new evidence is evidence presented based on the latest data. Ideally the data is issued by the authorities who have high credibility and professionalism so that the data can be trusted. The latest data must also be proven by facts or actual reality.

**"The bureaucracy score in the previous year before Mr. Basuki took office the score was 100 then it became 56. We will return to be Jakarta, whose leadership is effective. Thank you"**

(AB. TP. Br. 03)

The data was delivered in segment one, namely the presentation of the vision and mission of each candidate pair. The time given by moderators in this segment is 2 minutes. All debate participants, audience members, and moderators listened carefully to this presentation. Spectators are forbidden from speaking out, asking questions and interrupting paslon exposure. Data 1 is the speech of AB, candidate for governor of DKI Jakarta number 3 who describes his vision and mission. The purpose of presenting the vision and mission is for the residents to know what has been prepared by the pair of pairs for the progress of DKI Jakarta under his leadership. The type of speech delivered by AB is expressive speech.

The data is a speech about the bureaucratic score which is considered to have fallen from 100 to 56 when it was led by BTP who was then still holding the position of governor. AB said the data was the Ombudsman Survey data. Speech delivered by AB is a type of directive procedure, where AB explains the state or condition of the bureaucracy according to the data it has. In a debate situation of course this can affect the mindset of the people of Jakarta. Even though this new data is not yet valid, it can be a powerful persuasion strategy, given the condition of the majority of people with minimal literacy. So that this data can lead to an opinion that in the reign of the governor of the BTP bureaucratic score decreased, the opinion is certainly beneficial for AB to gain the sympathy of citizens in order to achieve its goal of becoming the governor of DKI Jakarta.

## 3. The Specific Evidence

The evidence is in the form of factual data so that it can be trusted by many people and the truth is not to be doubted. Specific evidence also means specific or special evidence.

**"Jakarta has 135,222 employees both civil servants and non-civil servants with 5,046 positions, we will ensure that they work optimally to serve Jakarta citizens with hearts".**

(BTP. TP. Sp. 05)

The data is data presented by BTP to answer questions raised by Ira Koesno, the debate moderator. The question is adjusted to the paslon 2 work program on improving the use of performance indicators in order to assess and evaluate measurable bureaucratic performance as a basis for conducting mutational and demotion rotation job auctions and determining the amount of regional performance allowances. The aim is to determine the effect of increased civil servant benefits on improving the performance and quality of public services and reducing the level of corruption. BTP answers these questions according to the data it knows. The answer is straightforward and straight to the point that will be delivered. Rational reasons are also presented in order to ensure that by increasing performance, corruption will be reduced. This type of speech is representative speech

This data can be proven by the amount of salary applied in the DKI Jakarta Provincial Government recorded starting to apply since early 2015, or two months after BTP served as governor. The large salaries received by DKI civil servants every month are currently a combination of basic salary, position allowance, regional performance allowance (TKD), and transportation allowances for structural officials. The amount of TKD received will be adjusted to the number of attendance (static TKD) and work results (dynamic TKD). Specific data submitted is a type of expressive procedure, where BTP describes the actual conditions that exist in the field. This is what gives citizens confidence in BTP. BTP has repeatedly stated its commitment to maintain financial transparency. This is the main capital of BTP which is very trusted by the community. With this specific evidence BTP applies persuasion strategies to achieve its goals.

## 4. The Story Evidence

The story evidence is evidence obtained from the experience experienced by the speaker. The experience is gained because the speaker experiences firsthand and gets a lot of information through conversations or discussions with people he meets.

**"I walked for almost 1 year to find stories like Mas Noval, a businessman who wants to open a business in the field of Mice meeting incentive convention and exhibition experiencing difficulties.** Because the convoluted licensing process or index of ease of doing business in Indonesia, which is widely consumed by Jakarta, is still in position 91. "

(AHY. TP. BK. 30)

The data above is AHY's speech responding to the answer from BTP. This utterance is used to refute everything claimed by BTP. Based on his experience AHY still encountered many shortcomings in the BTP administration. AHY looks convincing in saying it but AHY looks more towards the audience not towards BTP. The attitude

taken by AHY reflects his character as a Javanese person who looks embarrassed to express criticism directly so that when speaking AHY does not look directly at BTP. Through the national broadcast media AHY seeks to attract the attention of the audience by refuting the BTP statement. The types of speech contained in the data are representative speech.

The criticism spoken by AHY aims to criticize the BTP policy which is considered to be difficult for business establishment permits. The purpose of the action contained in this speech is the deictic procedure. This means that AHY is trying to convince the public in its visit that the existing system is not pro-community. This strategy is very easy to attract the attention of the community, especially among small communities who do not understand the government system.

## 5. CONCLUSION

The persuasive strategies refer to the lingual form of the speaker when delivering speech to the interlocutor. Based on the findings in this study, the persuasive speech strategies conveyed by speakers in the Jakarta governor debate include (1) evidence use strategy, which is the strategy of using evidence that reinforces their arguments to convince opponents, (2) emotive vocabulary use strategies namely vocabulary use which is able to give rise to an assessment or the emergence of new feelings after listening to the speakers' exposure. The evidence most often said is specific evidence. This indicates that speakers tend to use persuasive speech strategies using specific evidence in order to persuade the audience by using support in the form of specific evidence.

## 6. SUGGESTION

The results of this study are a small part of linguistic research. Then it is suggested to further researchers to examine more deeply about the focus developed in this study. The results of this study can be considered to enrich Indonesian learning material, especially pragmatics. The students also need to be given that knowledge in order to be able to persuasion strategy well.

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