

AN ANALYSIS OF MODALITY IN PRESIDENTIAL CANDIDATES SPEECHES AFTER RECEIVING THE SERIAL NUMBER IN 2023

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Abstract

This article examines the modalities used in the speeches. By analyzing the clauses they convey, this thesis aims to understand the ideologies of the three presidential candidates, as well as how they make their speeches. delivered to convince the public. The research method used is descriptive qualitative using documentation as a data collection method. The analysis was carried out by referring to Halliday's (2014) SFL theory. The focus of this research is on modality sentences in the speeches of the three presidential candidates. Researchers found 38 sentences that used modalities in the speeches of the three presidential candidates after receiving serial numbers in 2023. The modalities that the three presidential candidates often used in their speeches were obligation modulation, desire and probability modulation, where the three presidential candidates stated something that was considered mandatory and could not be done. bargained for and expressed his desire and confidence in holding the election. The dominant use of modulation in the speeches of the three presidential candidates, with the aim of inviting the audience to take certain actions together and influencing the audience in choosing a presidential candidate who can defend and advance the Indonesian state. It is hoped that the results of this research will help the public to see the strategies of the three presidential candidates in influencing the public through their speeches so that the public can choose them.

Keywords: Political Speech, Modality, Presidential candidate's speech

Introduction

This year is marked by an important period in the world of politics. Discussions surrounding the election of presidential candidates are the main focus in this country. This presidential election is the center of attention of the Indonesian people because the election of a president has a big influence on the direction and policies of the country. The three presidential candidates are competing to campaign to win the hearts of the people. The three presidential candidates are campaigning by giving speeches. Political speeches delivered by political figures are not only a tool for conveying messages, but also as a very important means of spreading an ideology to society (Mora Lopez, 2012, p. 39). The success of a political speech does not necessarily depend on its correctness, but rather on the ability to present the argument well (Beard, 2000, p. 18).

Therefore, word choice is a key element in designing political speeches. In an effort to achieve the desired impact, political speeches use various linguistic devices, one of which is modality. In (Tampubolon, 2017, p. 141) research entitled "Critical Discourse Analysis on Medan Local Newspapers' Editorial", critical discourse analysis is a form of discourse analysis research which primarily focuses on how abuse of social power, domination and inequality occurs, is reproduced and confronted through texts and conversations in a social and political context. Critical discourse analysis focuses on the analysis of texts and conversations in the public domain, including advertisements, newspapers, political propaganda, official documents, laws and regulations, and various other types of public speech. Modality in discourse analysis is related to how speakers express attitudes, beliefs, or certainty regarding the information they convey. In discourse analysis, we can analyze how modality is expressed through word choice, sentence structure, and overall language style.

Modality is divided into two classifications, namely modalization and modulation. In modalization there are categories of probability and frequency and modules there are categories of must and tendencies. Modality is also classified into three basic values as assessment capital, namely high, medium and low. Understanding modality in a presidential candidate's speech after getting a serial number involves research on language elements that communicate the level of certainty, opportunity, ability or probability in their speech.

(Rosyda & Citraresmana, 2020, p. 30) regarding Donald Trump's Speech on the Iran Nuclear Deal". This article uses a modality framework (Halliday & Matthiessen, 2004b, p. 618). Data analysis was carried out using Systemic Functional Linguistics framework. Research by (Siahaan Hiace Vega Fernando & Purba Bahharudin, 2023, pp. 46-48). The research approach used by the researcher in this study is Systemic Functional Linguistics approach.

This research analyzes the types and level of modality used in the speeches of the three presidential candidates after receiving the serial numbers. The three presidential candidates, as public figures, have an important role in shaping public opinion. Analyzing the modality in the speeches of the three presidential candidates after getting the serial numbers can help understand campaign strategies, assess leadership and express beliefs, analyze the communication strategies used, assess the suitability of the message to the audience, and detect political issues and priorities that are considered important.

Literature Review

2.1.1 Discourse Analysis

Discourse analysis is an approach used to study language in social, cultural, and political contexts to understand how meaning is constructed, conveyed, and interpreted in communicative interactions. Discourse analysis involves a variety of approaches that can be

grouped into an emphasis on the study of language use or the structure of socio-cultural meaning (Keller, 2012, p. 6). Discourse analysis goes beyond the elements of language like words clauses, phrases, and sentences necessary for effective communication. It explores language patterns across texts and explores language the interplay between language and its social and cultural contexts. Discourse occurs in specific contexts, whether while someone is speaking, in a conversation, or even when someone is sitting at a table every once in a while.

2.1.2 Systemic Functional Linguistic

SFL, introduced by Halliday, explores language as a source of meaning, emphasizing structure and function in society. It stands out from other language theories by integrating systemic and functional characteristics. According to (Halliday & Matthiessen, 2014b, p. 93), language functions as a source for creating meaning, and text is the process of creating meaning in a context.

In Systemic Functional Linguistics (SFL), modality appears as an appropriate theory to address this problem, functioning as an element that expresses the speaker's evaluation of the content of his speech. Modality indicates the writer or speaker conveys a personal perspective rather than objective facts (Bankole, 2014, p. 138).

2.1.3 Metafunctions

In Systemic Functional Linguistics (SFL), language usage is categorized into three metafunctions: experiential, interpersonal, and textual. These metafunctions, as discussed by Bloor & Meriel and Matthiessen et al, provide principles for analyzing language and shaping the structure of clauses to understand speech from various perspectives.

2.1.4 Interpersonal Function

According to (Halliday & Matthiessen, 2014a, p. 83), the clause structure in an exchange involves a transaction between speakers in which the speakers are responsible for the validity of their statements, aiming to achieve a particular outcome. In addition, Halliday defines interpersonal meaning as language that functions as interactive and personal, which describes it as an action. Interpersonal meaning is concerned with how individuals express their attitudes and judgments to influence others, encompassing actions such as providing and seeking information, persuading, and expressing opinions on matters such as probability, usuality, obligation and inclination.

2.1.5 Modality

Modality reflects interpersonal meaning because modality expresses the speaker's judgment about the possibilities or obligations involved in what he or she is saying. Interpersonal meaning includes the expression of the speaker's attitude and judgment in interacting with others, expressed through words (Fitri et al., 2021, p. 12). (Österbauer et al., 2005), defines modality as “a category that includes the type of speech act or the degree of certainty when saying something”. It is concluded that in general, modality is a communication tool used to express the relationship between the speaker and his/her speech. Modality refers to a category in language that reflects interpersonal meaning, which involves the speaker's judgment about the possibility or obligation of his/her statement. Modalities are divided into modalization and modulation. Modalization is a linguistic concept that deals with the expression of the speaker's attitude or view towards the information being conveyed. Modalization is categorized into probability and usuality. While modulation is defined as a way for speakers to express their judgment or attitude towards actions and events. When someone

performs an action for another person, they not only have a dogmatic choice to do or not to do, but can also express the extent of their obligations and inclinations. As part of interpersonal realization, modulation always relates to requests, directions, suggestions, permissions, actions, or abilities. Modulation is divided into obligation and inclination.

Three levels of modality values, which indicate the speaker's certainty or uncertainty in expressing a proposition or proposal. These values include low, medium, and high levels, which allow speakers to convey varying degrees of certainty or distress in the proposition or proposal, as outlined by Halliday in (Rosyda & Citraresmana, 2020b, p. 29).

Research Method

This research collected data through the use of instruments. The instruments used by researcher were observation and document analysis. The research design used in this study is descriptive qualitative research method, and the data is obtained from the speeches of the presidential candidates after getting the serial number.

(Kuswoyo, 2016, p. 39) explains that descriptive qualitative research displays the results of analysis in the form of words, not numbers. The data used is the text of the speeches of the three presidential candidates after receiving the serial number in 2023. The data is taken from the website. In analyzing the data, the Systemic Functional Linguistics framework was used. The analysis follows several steps. First, the sentences contained in the speeches were categorized into two types of modality: modalization and modulation. After that, they were further categorized into probability of modalization and habit or obligation and the modulation tendency was categorized into high, medium and low degrees. Finally, conclusions were drawn.

Results and Discussions

The following is an analysis of modality in the three presidential candidates' speeches after receiving the serial numbers:

Anies Baswedan-Muhaimin Iskandar speech

No	Speech	Modality				Value of Modality		
		Modalization		Modulation		H	M	L
		Probability	Usuality	Obligation	Inclination			
1	Kita ingin bersamasama mengisi pemilu dengan gagasan, ide, cita-cita, dimulai dari track record, rekam jejak dan berbagai visi misi yang telah kita miliki masing-masing secara lengkap.	-	-	-	<i>Ingin</i>		M	
2	Alhamdulillah, hari ini Timnas pemenangan AMIN saya laporkan kepada seluruh rakyat bangsa Indonesia telah siap mengikuti kompetisi dengan sehat dan sportif	-	-	<i>Laporkan</i>	-	-	-	L
3	AMIN menganggap bahwa kita telah memiliki kesempatan	<i>Menganggap</i>	-	-	-	-	-	L
4	Untuk terus menjaga agar pemilihan umum berjalan dengan langsung, umum,	-	<i>Terus</i>	-	-	H		
3.								
	bebas, dan rahasia, dilaksanakan dengan penuh kejujuran, keterbukaan, dan kebersamaan.							

5	Kita ingin menyaksikan tim masing-masing capres dan cawapres bermain secara sportif, dan bermain secara terbuka.	-	-	-	<i>Ingin</i>		M	
6	Sehingga ibaratnya rakyat harus menikmati pemilu tahun ini dengan penuh riang gembira dan kebersamaan, serta kekeluargaan, berkompetisi tetapi tetap berkeluarga dan bersaudara.	-	-	<i>Harus</i>	-	H	-	-
7	Kita semua yakin kalau kita melihat pemilu ini seperti sepak bola, maka rakyat punya kesempatan untuk menyaksikan dengan bahagia.	<i>Yakin</i>	-	-	-	H	-	-
8	Kalau pemilu berjalan dengan baik, legitimate, objektif, insyaallah negeri ini akan tetap bersatu, kuat, dan berhasil membangun.	<i>Akan</i>	-	-	-	-	M	-
9	Kalau pemilu ini berjalan dengan jujur dan adil, insyaallah pembangunan akan lancar selancarlancarnya.	<i>Akan</i>	-	-	-	-	M	-
10	Kita tidak ingin demokrasi mundur ke belakang dan tanpa arah yang jelas, aamiin.	-	-	-	<i>Tidak Ingin</i>	-	M	-
11	Ke Mamuju jangan lupa pakai sepatu.	-	-	-	<i>Ingin</i>	-	M	-
	Kalau ingin maju, pilihlah nomor satu							

12	Indonesia semakin kuat dan kokoh bagi keadilan dan kemakmuran, yang <i>ingin</i> perubahan, jangan lupa nomor 1	-	-	-	<i>Ingin</i>	-	M	-
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4.

5. Prabowo Subianto-Gibran Rakabuming Raka

No	Speech	Modality				Value of Modality		
		Modalization		Modulation		H	M	L
		Probability	Usuality	Obligation	Inclination			
1	Saya <i>ingin</i> sampaikan di sini bahwa kita patut bangga kita adalah negara demokrasi, salah satu yang terbesar didunia, kalau tidak salah ketiga terbesar didunia	-	-	-	<i>Ingin</i>	-	M	-
2	Kita percaya dan <i>yakin</i> KPU akan melaksanakan semua proses pemilu dengan sebaik-baiknya, dengan sejujur-jujurnya, dengan seadil-adilnya, tanpa kecurangan apapun, karena kalau melaksanakan pemilu yang curang mengkhianati bangsa dan rakyat Indonesia.	<i>Yakin</i>	-	-	-	H	-	-
3	Kita percaya dan yakin KPU <i>akan</i> melaksanakan semua proses pemilu dengan sebaik-baiknya, dengan sejujur-jujurnya, dengan seadil-adilnya, tanpa	-	-	-	<i>Akan</i>	-	M	-

	kecurangan apapun, karena kalau melaksanakan pemilu yang curanf menghinati bangsa daan rakyat Indonesia.							
4	Jadi siapapun yang menang kita harus bersatu menjaga negara ini.	-	-	<i>Harus</i>	-	H	-	-
5	Saya sangat setuju dengan tadi aspirasi dan harapan yang disampaikan oleh pasangan calon nomor satu, kalau baik kita katakan baik, kejujuran itu harus utuh, seutuhutuhnya.	-	-	<i>Harus</i>	-	H	-	-

6.

7. Ganjar Pranowo-Mahfud Md

No	Speech	Modality				Value of Modality		
		Modalization		Modulation		H	M	L
		Probability	Usuality	Obliga tion	Inclina tion			
1	Kami senang, riang gembira suasana ini di depan publik, dan kami ingin itu juga ada dalam hati kita masing-masing.	-	-	-	<i>Ingin</i>	-	M	-
2	Bapak ibu yang sangat saya hormati, itulah kegembiraan yang seharusnya kita dapatkan.	-	-	<i>Harus</i>	-	H	-	-
3	Tapi beberapa hari ini kita sedang disuguhkan untuk menonton drakor yang sangat menarik, public, pendukung Ganjar-mahfud saya harap tenang, saya	-	-	-	<i>Harap</i>	H	-	-

8.

4	menghormati yang lain, drama-drama itulah yang sebenarnya tidak perlu terjadi.				<i>Tidak perlu</i>	H		
5	Malam memang ini kita seharusnya sedang sebetulnya memulai sesuatu melalui demokrasi pemilu	-	-	-	<i>Harus</i>	-	M	-
6	Namun melihat situasi belakangan ini tentu kami mendengarkan banyak pihak	-	-	-	<i>Tentu</i>	H	-	-
7	Kewajiban kita bapak ibu untuk menjaga, karena kalau kita merasakan itu.	-	-	<i>Wajib</i>	-	H	-	-
8	karena kalau kita merasakan itu rasanya demokrasi harus kita pastikan bahwa demokrasi bisa baik	-	-	<i>Harus</i>	-	H	-	-
9	Meskipun sekarang belum baik-baik saja, kita harus sampaikan itu	-	-	<i>Harus</i>	-	H	-	-
10	Karena kami sangat yakin ada rakyat Indonesia bersama kami untuk menjaga demokrasi di negeri ini	<i>Yakin</i>	-	-	-	H	-	-
11	Bapak ibu yang sangat saya hormati, perjalanan demokrasi ini memang kadang-kadang lurus, kadang-kadang berliku, seperti aliran air	-	<i>Kadangkadang</i>	-	-	-	-	L
12	Tetapi percayalah air yang mengalir itu dia akan mengikuti arah batinnya	<i>Akan</i>	-	-	-	-	M	-

13	Dia <i>tidak akan bisa</i> dibendung dengan cara apapun	<i>Tidak akan bisa</i>	-	-	-	H	-	-
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9.

14	Dan kalau bendungan itu dia paksakan, dia <i>akan</i> tetap mencari jalannya	<i>Akan</i>	-	-	-	-	M	-
15	Muara itu lah muara demokrasi yang hari ini kita idam-idamkan, dan tentu saja ini lah, kesepakatan hari ini yang <i>mesti</i> kita jaga bersama	-	-	<i>Mesti</i>	-	H	-	-
16	Bapak ibu saya <i>ingin</i> sampaikan dalam kesempatan yang berbahagia ini	-	-	-	<i>Ingin</i>	-	M	-
17	Setelah ini kita <i>mesti</i> bisa memastikan bahwa arah reformasi mesti kita tuntaskan	-	-	<i>Mesti</i>	-	H	-	-
18	Demokrasi yang berjalan jurdil, situasi yang bisa berjalan pada rel, dan kita selenggarakan dengan betul-betul membawa integritas yang jauh, jauh sekali dari unsur KKN, <i>harus</i> kita pastikan	<i>Harus</i>	-	-	-	H	-	-
19	Inilah amanat reformasi, dan inilah amanat konstitusi yang sekarang kita pegang, dan tentu kita <i>mesti</i> menyelamatkan seluruh golongan, seluruh kelompok masyarakat, dan bagaimana sejatinya kita menjaga NKRI.	-	-	<i>Mesti</i>	-	H	-	-
20	Ini adalah persoalan masa depan Indonesia yang <i>mesti</i> kita jaga	-	-	<i>Mesti</i>	-	H	-	-

21	Bapak ibu saudara sekalian, diam itu bukanlah pilihan, bicara, ungkapkan, dan laporkan praktik-praktik tidak baik yang akan mencederai demokrasi	<i>Akan</i>	-	-	-	-	M	-
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After analyzing the modality in the speeches of the three presidential candidates after receiving the serial numbers, the researcher then interpreted each sentence containing the modality.

Probability

- (i) Kalau pemilu berjalan dengan baik, legitimate, objektif, insyaallah negeri ini **akan** tetap bersatu, kuat, dan berhasil membangun. (If the elections run well, are legitimate and objective, God willing, this country **will** remain united, strong and successful in developing)
- (ii) Kalau pemilu ini berjalan dengan jujur dan adil, insyaallah pembangunan **akan** lancar selancar-lancarnya. (If this election runs honestly and fairly, God willing, development **will** run smoothly).

In examples (i) and (ii) the capital type probability is "will". In the clause "will" is included in the median value level. Modals are used to express something that might happen. These two clauses are actually related to each other. The modality in both sentences expresses future events or conditions. In this context, "will" indicates that the speaker believes that something will happen in the future if certain conditions are met, such as elections going well or being honest and fair. So, the word "will" indicates the modality of possibility or certainty of an event occurring in the future.

Usuality

Bapak ibu yang sangat saya hormati, perjalanan demokrasi ini memang *kadang-kadang* lurus, *kadang-kadang* berliku, seperti aliran air. (Ladies and gentlemen, whom I really respect, the journey of democracy is *sometimes* straight, *sometimes* winding, like the flow of water).

The additional word “sometimes” indicates usuality. The word "sometimes" expresses a usuality for something to happen inconsistently or not always. Thus, the usuality modality emphasizes that the journey of democracy has a usuality of sometimes going straight and sometimes winding, similar to a stream of water which sometimes flows straight and sometimes takes turns. This shows that these variations are part of patterns or habits that usually occur in the course of democracy.

Obligation

Jadi siapapun yang menang kita *harus* bersatu menjaga negara ini. (So whoever wins we *must* unite to protect this country).

The statement we "must" unite to protect this country contains the modality of obligation. This means that the statement asserts that there is a moral or ethical responsibility for all communities to unite to maintain the integrity of the country. This is an obligation that is considered important for every citizen to comply with. In this context "must" indicates that there is no other acceptable option but to unite to safeguard the country. The word "must" in this statement indicates high value.

Inclination

Ke Mamuju jangan lupa pakai sepatu. Kalau *ingin* maju, pilihlah nomor satu. (To Mamuju, don't forget to wear shoes. If you *want* to move forward, choose number one).

Indonesia semakin kuat dan kokoh bagi keadilan dan kemakmuran, yang *ingin* perubahan, jangan lupa nomor 1. (Indonesia is getting stronger and stronger for justice and prosperity, those who *want* change, don't forget number 1).

In examples (iii) and (iv), the word "want" shows a moderate modulation of tendency, which means that the desire is not too strong. In example (iii), the word "want" shows a desire or expectation to be chosen as an option if the audience wants progress. It shows a moderate degree, not imposing, but showing a clear expectation. In example (iv), this word also shows a desire not to forget number 1 or to vote for number 1 if they want change in this country. Both examples have a medium value because they show a clear wish, but are not too strong or forceful. They give the audience the freedom to choose.

Conclusions

Based on the analysis of the speeches of the three presidential candidates after receiving the serial numbers, the presidential candidates used all four types of modality but modality of usuality was rarely used. The three presidential candidates also used high, medium, and low degrees in their speeches. In the speeches of the three presidential candidates, the modalization of probability is used to give confidence to the audience regarding the likelihood of a certain outcome or action. Modalization of usuality is used to express habit. While the modulation of obligation expresses the obligation or necessity that must be done together and inclination expresses the desire of each presidential candidate.

Suggestions

Based on analysis of the third presidential candidate's way of speaking after receiving the serial number, there are several suggestions that can be taken. The first, politicians and governments are advised to use strategic modalities in their political speeches. This helps them convey their point of view more convincingly to the public. Second, English literature students must have a strong understanding of modality theory. This will help them understand the message in the text from a systemic functional linguistics perspective and understand the context of the conversation letter.

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