

An Analysis of Joko Widodo's Speech Style at the Ecosperity Week Singapore 2023

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Abstract

This study delves into the speech patterns of Joko Widodo, Indonesia's President, during his speech at the Ecosperity Week Singapore 2023. It aims to analyze Mr. Jokowi's speech style used in that event. Employing qualitative design, the study focuses on analyzing the speech style based on Joos' theory which is divided into five styles (frozen, formal, consultative, casual, and intimate style). The findings unveil Mr. Jokowi's speech style where he used three of five styles. In his speech at the Ecosperity Week, Mr. Jokowi used formal, consultative, and casual style. Frozen was not found because it is only used in sacred events such as ceremonies and religious. Then, intimate was not found because it is only used for intimate circles such as family and love; while Mr. Jokowi's position as the president had given a speech at an international event. This means that his speeches exhibit a balance of formality (formal style), semi-formal (consultative style, and informality (casual style). This analysis contributes to a deeper comprehension of Mr. Jokowi's speech style as the President of Indonesia. Based on this research, it is suggested that future researchers find different speeches from other public figures in Indonesia. Therefore, more people will learn about speech style from Indonesian public figures from different statues and backgrounds.

Key words: speech style, discourse analysis, Joko Widodo, Jokowi's speech

Introduction

Discourse analysis (DA), also known as discourse studies, is a method used to examine and interpret written, spoken, or sign language, as well as any significant semiotic event. Kamalu and Osisanwo (2015) define DA as a broad field that incorporates theories and methods from disciplines such as linguistics, sociology, philosophy, and psychology. This approach delves into how language is used in various contexts, exploring the structures, patterns, and meanings embedded in communication. By analyzing these elements, discourse analysis aims to uncover the social, cultural, and political implications of language use, providing insights into how language shapes and is shaped by society.

Discourse analysis faces several issues, including understanding politeness strategies, speech acts, and speech styles; analyzing communication strategies and the relationship between language and gender; interpreting conversational implicatures and non-verbal communication; examining small talk and bilingual issues; and exploring how language reflects and shapes power dynamics (Mahmud, 2016). Each area adds complexity to the analysis, requiring careful consideration of social, cultural, and contextual factors to understand the nuanced ways language functions in society.

One of the researcher's key focuses within Discourse Analysis is speech style, a fundamental concept in contemporary sociolinguistic scholarship (Theodoropoulou, 2020). Speech style pertains to how individuals express themselves through spoken language, comprising elements such as tone, vocabulary, pace, and body language. It mirrors the speaker's personality, background, and the context of communication, significantly influencing how their message is perceived and understood. Essential components include word choice, the emotional tone conveyed through speech, the pace and rhythm of delivery, and non-verbal signals like gestures and facial expressions. Effective speech style adeptly adjusts to the audience and situation, ensuring clarity, engagement, and the appropriate level of formality.

Chaer and Agustina (2010) categorize speech style into five types: frozen, formal, consultative, casual, and intimate. Holmes (2017) underscores that the selection and utilization of speech styles are influenced by diverse social factors, including participants, setting, topic, and interaction's function, along with social dimensions like social distance, status scale, formality scale, and functional scales. Status, as defined by Brown & Attardo (2005), denotes the speaker's position as higher, lower, or equal. Prihantini (2015) and

Kridalaksana (2007) offer theories on standard and non-standard Indonesian characteristics, contributing to the support of Chaer and Agustina's (2010) speech style theory in this study.

Speech style can be observed in various real-life contexts, such as TV talent shows, YouTube podcasts, TV series, movies, everyday conversations, public speeches, and more. These diverse settings highlight how communication is intertwined with media, a crucial tool for conveying information and engaging with audiences. For instance, a TV host's lively speech style captivates viewers, while a podcast might feature a more intimate style to connect with listeners. Characters in TV series and movies use distinct speech styles to reflect their personalities, adding depth to the narrative. In everyday conversations and public speeches, people adjust their speech style based on the context and their relationship with the audience, ensuring effective communication.

Speech style is an intriguing subject for further study because individuals do not always speak in the same style. Previous research on speech styles has been conducted by various scholars, analyzing the speech patterns found in movies, speeches, TV series, podcasts, talent shows, and talk shows. These studies have provided valuable insights into how different contexts and mediums influence speech style. However, there is a notable gap in this body of research: no study has yet analyzed the speech style of Mr. Joko Widodo, the President of Indonesia when he speaks in English. Examining his speech style could offer unique perspectives on how a prominent non-native English-speaking leader adapts his communication for an international audience, contributing to a deeper understanding of speech styles across different languages and cultural contexts.

In Joko Widodo's speech at Ecosperity Week 2023 at the Sands Expo and Convention Center in Singapore on June 7, 2023, he emphasized the importance of international cooperation in addressing climate change and promoting sustainable development. He highlighted Indonesia's efforts to increase the use of renewable energy, restore peatlands, and reduce deforestation. Jokowi also reaffirmed Indonesia's commitment to achieving net zero emissions by 2060 or sooner. He urged other countries to strengthen partnerships and share technology and innovation to foster an inclusive and sustainable green economy. Through his speech, Jokowi conveyed a message of optimism, asserting that with global collaboration, environmental challenges can be overcome and shared prosperity can be achieved.

Analyzing a president's speech style is crucial for revealing the communication strategies used to convey messages and influence the public. This analysis helps us understand how the president frames important issues, garners support, responds to criticism and reflects leadership effectiveness. Speech style also mirrors the administration's values, priorities, and socio-political dynamics. Additionally, a president's communication shapes public image and demonstrates adaptability to different situations. Thus, speech style analysis provides deep insights into leadership and political strategies.

The purpose of analyzing Joko Widodo's speech in Singapore is to determine which he employed. The analysis aims to identify whether the speech style used by Mr. Jokowi used a frozen, formal, consultative, casual, or intimate style. Each of these styles represents a different level of formality and interaction. By analyzing Mr. Jokowi's speech, we can gain insights into the context and intended audience of his address, as well as the level of formality he chose to convey his message effectively.

Methods

The method used in this research is qualitative with a discourse analysis approach. Qualitative procedures rely on the data from text and pictures, have unique steps, and it is sourced from varied research strategies (Cresswell, 2010). The first step of conducting the research is finding a theory related to speech style to understand the way to analyze Jokowi's speech style used at Ecosperity Week Singapore 2023. It means that the primary data used in this research is the video and the script of Jokowi's speech at the Ecosperity Week Singapore 2023. The researcher categorized the speech from sentence to sentence into each style and then concluded which style was used the most by Mr. Jokowi.

Results and Discussion

In analyzing Joko Widodo's speech style at Ecosperity Week Singapore 2023, the introduction highlighted his adept use of formal language and strategic messaging. Widodo opened his speech with a clear articulation of Indonesia's commitment to sustainable development and economic growth, emphasizing the country's potential as a regional powerhouse. His address underscored the importance of environmental sustainability and investment opportunities in Indonesia's emerging sectors, reflecting a cohesive approach to addressing global economic challenges and local development priorities. This introductory segment set the stage for a

comprehensive discussion on Indonesia's role in fostering innovation and environmental stewardship on an international platform.

1. Frozen Style

Frozen style is a formal style designed to be preserved and used in formal settings such as palaces, church rituals, state ceremonies, and other ceremonial settings (Joos, 1967).

In the analysis of Joko Widodo's speech at Ecosperity Week Singapore 2023, the frozen style was not found because this communication style is usually used in very formal and ceremonial contexts like legal texts, official documents, or state ceremonies that require a rigid and immutable language. The President's speech at the event was more informative and persuasive to invite international investment and participation in development projects in Indonesia. As a result of this, he uses a more dynamic and flexible language to explain his vision as well as government programs besides building closer relations with an international audience. This purpose does not fit well within a rigid unflexible frozen style hence it is not used in the speech.

2. Formal Style

Formal style is frequently utilized in formal situations where there is little or no common history and communication is primarily one-way with little or no reaction from the audience, such as at a graduation ceremony or when speaking to medium or large groups Joos (1967).

Among Mr. Jokowi's speech with 10.59 minutes duration, the researcher found 13 sentences which is categorized into formal speech style. The following table will show three of them to have more analysis because others have similar analysis.

No.	Minutes	Sentences
1.	00.49	"I would like to take the opportunity to ask you who will win next year's presidential election."

The sentence above belongs to the formal style because it uses polite and structured phrases, such as "I would like to take the opportunity," which shows respect and politeness. In addition, the use of complete and formal grammar shows seriousness in conveying the message.

2.	2.10	"Your investment in Indonesia will continue to be safe and also the continuity of Nusantara Capital City's development."
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The sentence above belongs to the formal style because it uses clear, organized, and official language, showing seriousness and professionalism in conveying assurance to the

audience. In addition, diction such as "continue to be safe" and "the continuity of Nusantara Capital City's development" show the use of precise and structured words to emphasize stability and reliability, which are the hallmarks of formal style.

3.	2.23	"A world-class smart city, surrounded by nature, a green city with 65% forest, the first carbon-neutral city in Indonesia, which has world-class education and health facilities."
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The sentence above belongs to the formal style because it uses detailed and specific descriptions to convey information clearly and precisely. The use of terms such as "world-class," "carbon-neutral," and "education and health facilities" shows a careful and professional choice of words, which reflects the seriousness and credibility of the message.

3. Consultative Style

According to Joos (1967), the consultative style is utilized in semi-formal communication. It usually occurs when the people who communicate may have different personal information. Joos also claimed that the consultative style is a two-way communication that is usually used in negotiating with strangers or work colleagues.

Among Mr. Jokowi's speech with 10.59 minutes duration, the researcher found 8 sentences that are categorized into consultative speech style. The following table will show three of them to have more analysis because others have similar analysis.

No.	Minutes	Sentences
1.	2.08	"No need to worry."

The phrase above belongs to the consultative style as it conveys reassurance and calms the audience, showing concern for their concerns. This style is interactive and responsive, reflecting a more personal and supportive approach to communication, aimed at building trust and engagement with the audience.

2.	3.07	"Maybe, living in Nusantara can become an option."
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The sentence above belongs to the consultative style as it invites the audience to consider an alternative in an open and friendly tone. This style reflects a more interactive and collaborative approach, allowing for further discussion and thought on the part of the audience.

3.	4.41	"And there is another question about incentives. easy."
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The sentence above falls under the consultative style as it invites the audience to actively participate by asking an open-ended question "easy", demonstrating an approach that values their opinions and contributions. This style encourages a two-way dialog, creates opportunities to share ideas and feedback, and strengthens the interaction between speaker and audience in a more collaborative context.

4. Casual Style

Casual style, according to Joos (1967), is a style employed among friends and coworkers where an informal mood is appropriated and wanted, such as outside the classroom where students converse.

Among Mr. Jokowi's speech with 10.59 minutes duration, the researcher found 6 sentences that are categorized into casual speech style. The following table will show three of them to have more analysis because others have similar analysis.

No.	Minutes	Sentences
1.	1.05	"Ah, wrong speech."

The sentence above falls under the casual style because of the use of the informal expression "Ah" to express mistakes or errors in a relaxed and less serious manner. This style reflects a more spontaneous and less formal approach to making a comment or response to a situation.

2.	1.16	"I'm sorry, I apologize for the wrong speech. Even if I know that all of you are curious about it. I'm sorry."
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This sentence above falls under the casual style as it uses the phrase "I'm sorry" twice directly and straightforwardly to convey an apology, without any added formality or excessive elaboration. This style reflects a simple and honest approach to admitting mistakes and expressing regret, without using longer or more formal phrases.

3.	2.57	"I know housing prices here have risen very high."
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The sentence above falls under the casual style because it uses direct and simple sentences to convey facts or observations directly without excessive formality or embellishment. This style shows a direct and less convoluted approach in communicating concrete information.

5. Intimate Style

Joos (1967) defines intimate style as a language developed within families, loves one, and close friend. It usually includes more personal,

emotional, or in-depth communication, which is not as visible in the context of formal or official speeches such as those delivered by a head of state.

The intimate style is not explicitly visible in President Joko Widodo's speech video because Mr. Jokowi did not do the speech in front of their intimate circle. He did the speech in front of his state colleague. Moreover, Mr. Jokowi as a president tends to use a more formal and professional style in conveying their visions, policies, and appeals to the public, focusing on rational explanations and supporting data. Yet, a more personal or emotional approach to communication is not apparent in President Joko Widodo's official speeches.

Conclusion

In conclusion, Joko Widodo's 2023 speech at Ecosperity Week in Singapore effectively communicated Indonesia's commitment to sustainable development, highlighting environmental sustainability, economic growth, and regional cooperation. By employing rhetorical strategies, he enhanced the speech's credibility and emotional appeal. The speech aligns with national policies and international commitments, promoting progressive collaboration and actionable plans, and positioning Indonesia as a proactive leader in global environmental discourses. Positive media coverage and stakeholder acceptance underscore its resonance, though concrete actions and robust implementation remain critical. Ultimately, Indonesia is depicted as a sustainability front-runner, with the impact hinging on the realization of proposed recommendations and continued international cooperation.

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