Representation of Pragmatic Declarative Candidates of Public Officials: Case Study of Candidate Communication of Bandung Mayor, 2018, Indonesia

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Abstract— This research describes analytically the pragmatic expression of the public leader, the Bandung municipal candidate. The metode used is an analytic descriptive with the technic of data collection involved documentation study, the records of Bandung municipal candidate's expressions in champagne. This research showed that the politic statement of a public leader becoming the Bandung municipal candidate has already completed the politeness of the language. It connected with after the companies over there is no indication from the public as the demonstrate. The form of the pragmatic and declarative has completed the politeness of the language. As the recommendation from the research is the language communicated by the public leader having been polite is better kept or progressed. It showed public leaders are the figure who will be imitated by the public in the case of language expressions (statements).

Index Terms-Pragmatic, declarative, communication, public leaders.

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1 INTRODUCTION

A language is a tool for communication as well as a tool used to show people's identity as language users. In a fairly long period of time, as revealed by Yule (1996), the study of language is very much dominated by the tendency to explain language based on its formal system, namely by deriving systems contained in mathematics and logic, and ignoring elements of language users. As the latest level in linguistics, Pragmatics is the only level that takes into account humans as language users. Even though it has a study focus that is similar to semantics, namely meaning, as will be explained later, the meanings studied in pragmatics differ from the meanings studied in semantics. In pragmatic studies, the most important thing is how language is acceptable (appropriateness).

In interacting, someone expresses his opinions and views in a language that is understood, so it is not surprising that nowadays the language is receiving special attention from various groups. With language, all the ideas, ideas, and feelings that are desired can be expressed. Language functions as a communication tool and also interaction between human beings to recognize three components in the communication process, namely the person who communicates, the information provided, and the tools used in communication.

The main target in conducting oral communication is actually how speakers are able to understand the culture of the interlocutors, especially in terms of ways of thinking, lifestyles, work ethics, and beliefs professed, so that in turn the speakers of the language are able to use language in accordance with applicable social rules. That is, when we are talking to others we must pay attention to the setting or context of the conversation which includes; with whom, when, and where we talk. Therefore, conversation analysis looks at the empirical actions of the speakers (Schffin, 1994).

Communication can be said to be successful if it is marked by the response given the other person to the speaker. Language is very effective for creating influence. On the other hand, language is also often used as a political tool. Because it is not wrong if every political figure in a certain region has implications for the changing language of political communication. The language used is manipulated for the benefit of the government and political elites, so that language engineering occurs and raises deviations from the function of language, namely as a tool of cooperation. The language used by politicians spread lies and distorts the facts so that it can lead to public unrest which can lead to conflict.

Every utterance uttered by a politician has tremendous power to influence the interlocutor. Politicians are expected to be able to communicate smoothly to various parties in the wider community. They are expected to communicate their ideas and thoughts clearly and give a good response to all input, criticism to create influence. On the other hand, language is also often used as a political tool. Because it is not wrong if every political figure in a certain region has implications for the changing language of political communication. The language used is manipulated for the benefit of the government and political elites, so that language engineering occurs and raises deviations from the function of language, namely as a tool of cooperation.

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One of the things that must be possessed by a leader, namely the ability to communicate ideas or thoughts clearly and politely to the public or to political opponents and has sufficient competence to accommodate the aspirations of the community. Political figures in Indonesia are chosen by the people because of their strengths. They were chosen because they were considered wise, smart, smart, experienced in the political field and responsive to the wishes of the people who chose them. In addition, politicians are also expected to be able to communicate well with various parties outside themselves.

But seeing the present reality, most acts of speech politeness which should be owned by a public official or a prospective public official have been ignored. This can be evidenced by the emergence of controversial statements (pragmatic forms of declarative) that came out of the mouths of our officials. They no longer pay attention to whether the speech is in accordance with the maxim of politeness in language or violates the maxim of politeness in language.

Pragmatics is the study of the meaning of linguistic expressions in context (Brown, 1987). Pragmatics has a very close relationship with the use of functional language (Saefudin, 2013). Pragmatic experts define this term differently. Yule (1996), for example, mentions four pragmatic definitions, namely (1) the field that studies the meaning of the speaker; (2) fields that study meaning according to context; (3) areas which, beyond the study of the meaning being spoken, examine the meaning that is communicated or communicated by the speaker; and (4) areas that examine forms of expression according to social distance that limit the participants involved in certain conversations.

Some of the declarative pragmatic forms of public officials are considered to be controversy so as to create a dispute both individuals and groups. Neglecting the element of language modesty in political communication can result in a heated relationship between the communicators involved and can have an impact on the influence of education in society. For this reason, the declarative pragmatic form needs to get more attention, especially among officials. Of course, understanding this declarative pragmatic form will never be separated from the function of language itself.

2 LITERATURE REVIEW

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Thomas called two trends in pragmatics divided into two parts, first, using a social perspective, connecting pragmatics with the meaning of the speaker; and second, using a cognitive perspective, linking pragmatics with speech interpretation. Next, Thomas, by supposing that meaning is a dynamic process that involves negotiation between speaker and listener and between the context of speech (physical, social, and linguistic) and the potential meanings of utterances, defines pragmatic as a field that studies a meaning in interaction (Thomas, 1995).

Leech (in Gunarwan, 2007) sees pragmatics as a field of study in linguistics that has semantic links. This connection he called semanticism, which saw pragmatics as part of semantics; pragmaticism, which sees semantics as part of pragmatics; and complementary, or see semantics and pragmatics as two complementary fields.

In order for the language used in communication to be truly communicative, the forms of language must be adapted to the language situation. In communicating, it is not only required by the similarity of ideas between the speaker and the listener but also demands the comforting of feelings between the two parties. The peaceful feeling when both parties align themselves and the language with the situation. The situation referred to includes the following factors:

1. Who talks about what with whom?
2. What is the purpose?
3. What is the situation (time and place)?
4. What is the context (other participants, culture and atmosphere)?
5. Which way?
6. What is the medium (face to face, telephone, letters, telegrams, newspapers, books, magazines, etc.)?
7. In the event (conversations, lectures, ceremonies, reports, job applications, love statements, etc.)?

So, it can be stressed here that pragmatic skills are the ability to communicate with language, that is, the skills to use language that is appropriate, in harmony, and in harmony with the factors of the situation. Choice of words, the formation of phrases, the arrangement of sentences with lengths, the arrangement of paragraphs with short lengths (in written discourse), and other aspects of language, all need to be applied according to the situation.

The field of "pragmatics" in linguistics today is starting to get the attention of researchers and language experts, including in Indonesia. This field tends to examine speech functions or language functions rather than their form or structure. In other words, pragmatics tend to be functionalism rather than formalism. This is in accordance with the pragmatic understanding put forward by Levinson (1983) that pragmatics is the study of language use or the study of language and functional perspectives. That is, this study tries to explain aspects of the structure of language by referring to non-language influences and causes.

3 METHOD

The method used in this research is analytic descriptive, which is a description of declarative statements from public officials followed by analysis so that the maxims used to make statements can be known (Sugiyono, 2014). Research with this method is expected to accommodate the need for public communication.

This research consists of preliminary data collection, data analysis and preparation of declarative pragmatic optimization models. Sources of data obtained through the process of documentation and literature study. Data collection was carried out by studying the documentation of interviews, both from print and electronic media. Measurement data to get its validity through discourse analysis techniques both oral and written. This analysis technique is used to separate the declarative pragmatic form from the other pragmatic form. Thus, the data obtained is only limited to a declarative pragmatic form.

Data analysis techniques are carried out, namely by dividing the two types of data. First, raw data, i.e. data obtained from data sources that will be classified in advance the type of data. In analyzing this data, researchers used oral and written discourse analysis to separate declarative pragmatic data forms. Second, primary data, that is data that has gone through a data classification process that shows that this data is a declarative pragmatic form of data. This data will be analyzed using discourse analysis by taking into account the pragmatic elements in the discourse. Thus, this data will be weighed through pragmatic theory scales.

4 RESULT AND DISCUSSION

The results indicate four supported hypotheses. H1: Islamic work ethic has a positive and significant effect on intrinsic motivation.

The description of the declarative pragmatic form of the candidates for public office in Bandung ahead of the election of the Mayor of Bandung in 2018 is presented with the classification of each candidate in the form of a table as follows:

Table 1
Speech of Candidate Mayor of Bandung During the Campaign

No	Speakers	Fill in Speech	Description
1	Nurul Arifin	I have travelled a lot in the city of Bandung, visited densely populated areas of the city, and others. From there many aspirations that we hear, many things that become basic problems such as problems of education, health, congestion, and economic problems.	P1.1
		In the field of education, we promise to run an educational equalization program including for students with special needs. We offer inclusive education breakthroughs.	P1.2
		Whereas in the health sector, we will enhance the *Puskesmas* services so that they can become inpatient facilities.	P1.3
		Overcoming Bandung traffic congestion, we have designed two programs that will run in the short and long term. But this traffic jam needs coordination with other regions in Greater Bandung.	
		Regarding economic solutions, we have the concept of *Balik Bandung*. Community empowerment in entrepreneurship must be facilitated by the government. The economy needs to do a breakthrough with a digital approach.	P1.4
2	Yossi Irianto	The problem of the City of Bandung is a matter of floods, traffic congestion, the economy and the environment. We are here in the next five years to find solutions.	P2.1

No	Name	Utterance	Code
		When heavy rains hit, a number of areas in the city of Bandung were flooded. It needs integrated handling of the problem of flooding in the city of Bandung, from upstream to downstream, overcoming problems of absorption, river revitalization, to public education so as not to throw garbage into the river. We will add Green Open Space (RTH) in the middle of urban areas. RTH of the city of Bandung ideally is 30 per cent.	P2.2
		We already have a public transportation system to reduce traffic congestion. In addition, education needs to be intensified towards the public regarding the importance of public transportation.	P2.3
3	Oded M. Danial	We identified five problems. The five issues are congestion, flooding, economic inequality, public services and waste management.	P3.1
		The solution to overcome congestion must be a synergy between improving the quality of public transportation and controlling traffic.	P3.2
		For environmental problems, the city of Bandung needs to build many retention ponds.	P3.3
		The solution to overcome the economic problems of the City of Bandung is the need to reduce operational costs for the middle to lower classes. This can be done by minimizing the cost of mass transportation, controlling parking and roads.	P3.4
		For the problem of flooding, we will create a retention pool that is integrated with the city's water channel network	P3.5
		To overcome the problems of economic inequality we will facilitate decent access and pressure the poor to reduce the costs of health, education and food security.	P3.6

The data presented in the table is the result of data collection through documentation studies. The data illustrates some of the speeches of Bandung City public officials, especially the candidates for Mayor of Bandung. The utterances are related to the campaign of the candidate for mayor, both in terms of political promises and other statements.

Analysis of the data in this study consisted of three things: (1) analysis of the declarative pragmatic form of public officials in the city of Bandung ahead of the election of the Mayor of Bandung in 2018; (2) analysis of the declarative pragmatic tendencies of public officials in the city of Bandung ahead of the election of the Mayor of Bandung in 2018 when viewed from the maxim of politeness; and (3) the tendency of declarative pragmatic forms of public officials in the city of Bandung when viewed from the function of language.

Analysis of the Declarative Pragmatic Form of Bandung City Public Officials

Declarative pragmatic forms of Bandung city public officials with speech data and interpretations of these utterances are presented not apart from the context of the election campaign period for the Mayor of Bandung in 2018.

Speaker 1: Speaker 1 is a candidate for Mayor of Bandung who at that time served as a member of the legislative body of the Republic of Indonesia.

Interpretation: Speech P1 has the interpretation that in the current administration of the city of Bandung is not optimal. This statement shows the candour in expressing criticism of the current government (Oded M. Danial who is the Deputy Mayor).

Speaker 2: Speaker 2 was the Regional Secretary of the City of Bandung at the time. He is running for Mayor of Bandung.

Interpretation: P2 speech has an interpretation that in the current administration of the city of Bandung is not optimal. This statement shows the candour in expressing criticism of the current government (Oded M. Danial who is the Deputy Mayor).

Speaker 3: Speaker 3 is a candidate for deputy mayor of Bandung who is also currently deputy mayor of Bandung.

Interpretation: Speech P3 has the interpretation that in the Government of the City of Bandung has done many things in building the City of Bandung. This statement shows the refutation of criticism of him who was then the Deputy Mayor of Bandung.

Analysis of the Declarative Pragmatic Trends of Bandung City Public Officials Seen from the Prosecutors' Maxims

The description of politeness strategies in the speech of the Mayor of Bandung in 2018 can be observed through the principle of politeness in language, which is known as a maxim.

1. The maxim of the discretion of public officials Candidate Mayor of Bandung has described wise language. This can reduce or minimize losses to others and increase or increase profits to other parties. The maxim of wisdom expressed can be seen from its imposition or directive and commissive speech.

2. A maxim of generosity which means reducing profit for oneself and increasing sacrifice for oneself, the maxim of appreciation which means reducing scolding to others and adding praise to others. This maxim is expressed in expressive speech and assertive speech. Expressive speech has the function to express, express, or inform the psychological attitude of the speaker towards a statement thought by the illocution, such as congratulating, thanking, praising, expressing condolences, and so on. Assertive objectives involve the speaker on the truth of the proposition expressed for example stating, complaining, suggesting, reporting, and so on. By heeding this maxim, the speaker of the Bandung Mayor Candidate is polite enough not only when he asks and offers something but in expressing his feelings and expressing his opinion.

3. Maxims of appreciation which means reducing self-praise and adding scolding to yourself. This maxim was said by the candidate for mayor of Bandung to be commissive and imposition.

4. Maxim of humility which means minimizing self-esteem and maximizing respect for others. This maxim is expressed by expressive and assertive utterances. Speech Candidates for Mayor of Bandung in his speech maxim generosity centred on others, maxim humility centred on oneself.

5. Maximizing agreements which means reducing non-conformities with yourself and others and increasing conformity between yourself and others. This maxim is expressed by expressive and assertive utterances.

6. Maxim sympathy which means reducing self-antipathy and others and increasing sympathy between yourself and others. This maxim is expressed by expressive and assertive utterances.

Based on the utterances put forward by the candidates for the Mayor of Bandung, it shows that their speeches are planned utterances in order to maintain their public image. This is considered normal because their current position must be able to be valued well by the community.

Analysis of Declarative Pragmatic Trends of Bandung City Public Officials Viewed from Language Function

The language function used by the candidate for Mayor of Bandung has shown the communication function and is closely related to its function as a communication tool. The tendency to use the language of the candidates for mayor is basically influenced by political interests so that it does not show a true form of declarative pragmatics. Their utterances are bound by political communication which is indeed the main target in influencing people's views of him.

The pragmatic form of the candidates for Mayor of Bandung when viewed from the function of the language has been functioning well. This can be seen in the message conveyed by the candidates for mayor to the public can be conveyed through spoken or spoken language even though the context is of political importance, the language delivered can be understood and understood by listeners.

5 CONCLUSION

The results of the study concluded that the declarative pragmatic form of a candidate for public office in Bandung was seen from the function of the Indonesian language as seen from the speech delivered by the spoken language used to be communicative with the listeners. The depiction of Indonesian is seen from the aspect of politeness strategies in the speech of the Candidate Mayor of Bandung can be observed through the politeness principle of language, which is known as maxim has fulfilled six language maxims, so that this can support the language used as the language for political interests.

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