SEMANTICS AND PRAGMATICS IN JACINDA ARDERN'S SPEECH

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui: semantik (denotasi dan konotasi), pragmatis (tindakan ilokusi: asertif/representatif, direktif, komisif, ekspresif, dan deklaratif), dan frekuensi kemunculan aspek semantik dan pragmatis. Objek penelitian dalam penelitian ini adalah tuturan yang mengandung aspek semantik dan pragmatis. Pengumpulan data dilakukan dari pidato Jacinda Ardern pada hari Selasa, 19 Maret 2019. Pidato tersebut disampaikan di depan Parlemen pasca serangan teror di masjid Christchurch. Teknik yang digunakan adalah teknik mencatat, teknik memisahkan, dan teknik transfer dalam mengumpulkan data. Penelitian ini bertujuan untuk menganalisis aspek semantik dan pragmatis pidato Jacinda Ardern. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif yang bertujuan untuk menganalisis aspek semantik dan pragmatis tuturan Jacinda Ardern. Temuan penelitian sebagai berikut: Penulis memfokuskan pada dua aspek semantik, yaitu denotasi dan konotasi, dan pada aspek pragmatis penulis memfokuskan pada ilokusi yaitu asertif / representatif, direktif, komisif, ekspresif, dan deklaratif. Setelah penulis menganalisis data diperoleh hasil 1. Aspek semantik: a. denotasi (76%), b. konotasi (24%). Penyajian yang lebih besar adalah denotasi karena setiap kalimat sebagian besar memiliki makna literal atau primer. 2. Aspek pragmatis (ilokusi): asertif (46%), direktif (12%), komisif (17%), ekspresif (8%) dan deklaratif (17%). Presentasi yang lebih besar adalah tindak tutur tegas karena pembicara mewakili realitas.

Kata Kunci: Semantik, Pragmatik, Analisis Pidato, Ilokusi

Abstract

The objective of this research is to find out: semantic (denotation and connotation), pragmatic (illocutionary act: assertive/representative, directive, commisive, expressive, and declarative), and frequency of occurrence of the semantic and pragmatic aspects. The research object of this study is utterances containing semantic and pragmatic aspects. The data were collected from Jacinda Ardern's speech on Tuesday, 19 March 2019. The speech was delivered in front of the Parliament after the Christchurch mosque terror attack. The technique used is the noting technique, separating technique, and transferring technique in collecting the data. This research is aimed to analyze the semantic and pragmatic aspects of Jacinda Ardern's speech. The method used in this research is the qualitative descriptive method that aims to analyze the semantic and pragmatic aspects of Jacinda Ardern's speech. The research findings as follows: the writer focuses on two aspects of semantic, namely denotation and connotation, and in pragmatic aspects, the writer focuses on the illocutionary act, which is assertive/representative, directive, commisive, expressive, and declarative. After the writer analyzed the data, the result is 1. Semantic aspects: a. denotation (76%), b. connotation (24%). The bigger presentations are denotation because each sentence mostly has literal or primary meaning. 2. Pragmatic aspects (illocutionary): a. assertive (46%), b. directive (12%), c. commisive (17%), d. expressive (8%) and e. declarative (17%). The bigger presentations are assertive speech acts because the speaker is representing reality.

Keywords: Semantic, Pragmatic, Speech Acts, Illocution

INTRODUCTION

People of any nation, belief, and territory of the universe are affected daily living by language. We are assisted to state our senses, wishes, and questions to the societies by language. Words, gestures, and tone are employed in incorporation to describe a comprehensive picture of the effect. Humans can use the unique and different systems to convey through written, and spoken language is a significant portion of what authorizes us to utilize our genuine capability to establish lasting bonds with one another, segregating the human to another creature.

Language elevates humankind from an uncivilized condition to the modern which they were able to do many things. Human beings could become human beings by language. An important subject matter that humans diverge from creatures is that humans alone are a single language processor. Likewise, no hesitation creatures represent the definite communication force level, yet utterly different in type from it. Language is a factor matter of civilization.

Language is not only a mode of communication between people but is also a manner for the statement of their identity. Moreover, with the capability to communicate, misconceptions occur. Communication is a reciprocal way that should be gathered and not neglected. The importance of communication is frequently ignored. Despite our prominent ability in communication, misconceptions and mistranslations are ordinary.

As human beings, people cannot be separated from the process of communication. In their lives, people need to interact with others since they cannot live by themselves. Through the communication process, people can change their minds, ideas, thoughts, and intentions. They can also deliver messages to others. In conducting communication, people need a medium to express their intentions and messages. The most appropriate medium is language since language can carry a message by symbols. This is in line with what has been suggested that "language allows people to say things to each other and expresses communicate needs" (Wardhaugh & Fuller, 2014). In short, language is continuously used by humans in their daily life as a means of communication.

Communication created by people has meant that direct us to do the action. Every action and activity that people do is from the language that they created. Everybody speaks using their way all the time to share their knowledge for some particular purposes. We know that there are many kinds of languages in the world. Every humankind, society, or nation in this world has its languages. It is indicated that we must know how to study the language and why we must study the language.

Communication activity involves not only a participant but also involves other participants. For participants to understand each other's utterances, therefore, it must have good cooperation. Cooperation is common background knowledge of participants. If the participant in the speech event does not understand the purpose of the speech, it will create a distorted interpretation, and the message conveyed by the speaker cannot be received well. The speech should have meaning.

Language can enhance good communication between a speaker and a listener to create a shared understanding. Both the speaker and the listener have to speak cooperatively and mutually acceptable to make good communication. Sometimes the speaker delivers the implicit two information which is not related to the context of communication. There are possible misunderstandings from the implicit information, and sometimes it seems to be the rule rather than the exception. In this case, the listener has to know what the speaker means because there are possible misunderstandings in their conversation.

Language can be divided into spoken and written language (Tarigan, 2008, 2015). Spoken language is the most common and easy way, which can be in utterances and speeches, while written language is commonly found in texts and signs. Language has been studied from different points of view according to a variety of branches of linguistics. Linguistics is the study of language, how it is put together, and how it functions. Various building blocks of different types and sizes are combined to make up a language. Sound is brought together, and sometimes when this happens, they change their form and do exciting things. Words are arranged in a specific order, and sometimes the beginnings and endings of the words are changed to adjust the meaning. The meaning itself can then be affected by the arrangement of words and the speaker's knowledge about what the hearer will understand.

Whitehead (2009) mention that linguistics study many facets of language: how sounds are produced and heard in physical acts of speech, conversational interaction, the different uses of language by men and women and different social classes, the relation of language to the functions of the brain and memory, how language develop and change, and the uses of language by machines to store and reproduce language. Linguistics is a valuable component of liberal education. It is also useful as preprofessional training for individuals interested in teaching languages, in areas of rehabilitative medicine such as audiology or speech therapy, in special education, in work in computer science and artificial intelligence, in work with native peoples or with immigrant groups, or in academic disciplines such as psychology, philosophy, literature and language studies, where the contribution of linguistics is increasingly recognized.

Linguistics has benefited from computer science's growth, in answer to both a beneficial interest in developing computational systems that can deal with language in various ways and a theoretical interest in the relationship between natural and artificial languages. One result of this collaboration has been creating career opportunities for linguists in the private sector; another has been creating new degree programs and research centers to integrate linguistics, computer science, logic, and related fields.

Linguistics is the science of language, including the sounds, words, and grammar rules. There are various linguistics branches: phonetic, phonology, morphology, syntax, discourse analysis, semantic, pragmatic, historical linguistic, and sociolinguistic. The meaning of a sentence is not only an unarranged pile of the meanings of the words. If that were right, then 'Men ride horses,' and Horses ride men' would have the same meaning. Therefore, it is necessary to think about compositions of the meanings. This has possibly been the most crucial topic in contemporary semantics: the idea that meaningful units combine systematically to form larger meaningful units. Understanding sentences is a method of working out these combinations.

Linguists who study semantics look for general rules that bring out the connection between form, the observed arrangement of words in sentences, and the meaning (Griffiths, 2006). Because these connections are so complex, they become exciting and challenging. We need to study another area of linguistics to give meaning to the sentences of the language. To answer this question, by providing rules that indicate how sentences and other expressions are built up out of smaller parts, and consequently, out of words, it is called syntax. The meaning of a sentence depends not only on the words it contains but also on its syntactic unity. Since the meaning of a sentence depends very closely on its syntactic structure, linguists have given much thought to the relations between syntactic structure and meaning; actually, proof about ambiguity is one method of examining ideas about syntactic structure.

We would expect an expert in semantics to know a lot about what meaning is. However, linguists have not precisely answered this problem. This is our job to study and solve the problem because linguistics is still open to be developed. This may be good or bad news for semantics. Nevertheless, it is not that unusual for the fundamental idea of successful knowledge to abide problematic: a physicist will perhaps have difficulty informing us about the time. Philosophers debate about the fundamental matter: the nature of meaning and the nature of time. The problem can be simplified slightly, whatsoever the meaning is, by literal meaning. Frequently, much more than the meaning of a sentence is conveyed when someone uses it. Otherwise, the nonliteral meaning is studied in pragmatics, an area of linguistics that deals with discourse and contextual effects.

Lately, there has been more attentiveness in lexical semantics, especially in the semantics of words. Lexical semantics is not only about the dictionary. In short, dictionaries include much useful information, still do not provide a theory of meaning or good representations of meanings (Adolphs, 2008). On the contrary, lexical semantics is concerned with systematic relations in the meaning of words and recurring patterns among different meanings of the identical word. This happens with many words.

Lexical semantics is helped by logic. However, lexical semantics is full of instances in which meanings depend subtly on context, and there are exclusions to many generalizations. Therefore, logic does not bring us as far here as it seems to bring us in sentences' semantics. Semantics may not help us discover the meaning of a word we do not understand, even though it does have a lot to talk about the patterns of meaningfulness that we find in words (Mackenzie, 2014). It cannot help you understand one of the ancient sonnets' meaning because poetic meaning is very distinct from the literal meaning. However, as we learn about semantics, we are discovering a lot about how the world's languages match forms to meanings. In doing that, we are studying a lot about ourselves and how we think and obtain knowledge beneficial in many distinct fields and applications.

In linguistics and philosophy, the study of the utilization of natural language in communication is called pragmatics. In general, pragmatics is the study of the relations between languages and their users. Pragmatics is occasionally defined in contrast with semantics, which can be explained as the rule systems study determining linguistics expressions' literal meaning. In other words, pragmatics study how both literal and nonliteral aspects of communicated linguistics meaning are determined by principles that refer to the physical or social context in which language is utilized (Marmor, 2009). Conversational and conventional implicatures are taken place between these aspects. Metaphors and other tropes and speech acts are other aspects.

Astonishingly, pragmatics is a delightful and attractive subject to study. We will study to re-shape our understanding of daily phrases, sentences, expressions, statements, and questions in case we have never learned it previously. However, it should take notice that pragmatics cannot be utilized as the same method in all countries. Nevertheless, this makes learning it even more interesting because we could look at pragmatics in other languages as good as yours.

Affecting society has become the goal of many institutions, not only finite to politics and orations delivered by the parties' people campaigning for their programs. The idea of affecting people also has, today, advance extended into marketing and business institution. The society nowadays is aware that except that they can persuade, there is another method to gain the general people's credence and conviction. A great speech delivered by a great orator will undoubtedly have more impress on the people than

ordinary speech recited by an ordinary individual—the primary element which rule effect is persuasion. A high-quality speech persuades people to do something that is attached to be victorious in affecting society. People will think the way the orator does, in other words, influenced by an influencing speech. It gains the confidence of the people. Politicians begin with their speeches and campaigning for their parties' days before the elections. They will have more power with more people. Therefore, affecting people has become the primary goal of any institution. It is common in rivalry; the person with the most affecting speech should win the competition.

One of the politicians that gave a great speech is Prime Minister Jacinda Ardern. She becomes the center of the world's attention after reassuring Christchurch terrorist attack families' victims. New Zealand has frequently been considered a secure country and has a relatively low degree of murder. The Christchurch mosque shootings were two consecutive terrorist attacks at mosques in Christchurch, New Zealand during Friday Prayer happened on 15 March 2019. The attack began at the Al Noor Mosque in the suburb of Riccarton at 1:40 p.m. and continue at the Linwood Islamic Centre at about 1:55 p.m. The gunman live-streamed the first attack on Facebook Live. The attack murdered 50 people and injured 50 others. A 28-year-old Australian, reported in media as a white supremacist and part of the alt-right and a self-described eco-fascist and ethnonationalism, was apprehend and charge with assassination. The shootings have been connected to an increase in white supremacist and alt-right extremism globally. Politicians and world leaders condemned the shootings, and Prime Minister Jacinda Arden depicted it as one of New Zealand's darkest day. The government has initiated a royal commission of investigation into its security agencies in the wake of the shootings, which are the deadliest mass shootings in modern New Zealand history.

For the first time in New Zealand history, the terrorism threat degree was elevated to high. Prime Minister Ardern named the incident an 'act of extreme and unprecedented violence' on 'one of New Zealand's darkest days.' She depicted it as a well-planned terrorist attack. She said that she would render the person accused of the attacks nameless and urged the public to speak the victim's names instead (ABC News, 2019). By the reason for the slaughter, Ardern, 37 at that time, the world's youngest female head of government, has stated with emotion and empathy, hearten families and updating the people with the latest on the inquiry. The prime minister's face has come to dominate media coverage, not that of the suspected shooter. She thanks the media and the public in part to a band to publish specific details about the suspect. He has been compiled into the background, facing punishment but refuses the notoriety he wished for. Ardern has got an international compliment for her treatment of the incident, which has encouraged her into the unpopular role of, as she put it, voicing a nation's grief.

During the time that Ardern has prepared a point of stability for all New Zealander as the country continues to recover from a terror attack that last time would have seemed impossible, her steps have personally touched the families of those who died in the slaughter. She wore a hijab on the day after the attack in Christchurch. She stood in the center of a room, surrounded by relatives despairing to hear words of reassurance. They were weary, worried, and many were mourning love ones presumed killed in the shooting of bullets fire by a terrorist who singled them out for their beliefs. Surprisingly before she said a word, Ardern's simple decision to wear a hijab to show relatives, she respected them and wanted to ease their misery. Based on the background above, the writer wants to research the title: "Semantics and Pragmatics in Jacinda Kate Laurell Ardern's Speech." Regarding the focus of the research above, the problem in this research needs

to be formulated as follows: How semantic and pragmatic elements are represented in Jacinda Ardern's speech?

RESEARCH METHOD

Qualitative research requires validity and reliability as quantitative research. Is stated that validity is pointed toward accuracy, meaning, and the utility of the conclusion that being taken by the researcher based on the collected data (Creswell, 2009). On the other hand, reliability itself means the data's strength that described its real authenticity and consistency based on its time, place, and situation.

The data sources in this research are taken from the transcript of Jacinda Ardern's speech (Guardian News, 2019). This speech is chosen as a data source because it became the center of attention of the public worldwide after the Christchurch mass shooting, and it contains semantic and pragmatic meaning. Besides, the issues that Jacinda brings are essential to humanity. In the case of data collection procedures, as follows:

1. Identify the purposefully selected document for the proposed study. While in this research, the document was a transcript of Jacinda Ardern's speech.
2. Indicated the type of data to be collected. Inquirers spend a considerable time in the natural setting gathering information from the transcript.

In a discussion about the data collection forms, be specific about the data, and include arguments concerning each data's strengths and weaknesses. The research took approximately five months from August until December 2019. In this research, the researcher uses qualitative methods in conducting the research. In qualitative research, the researcher had to elaborate on what kind of qualitative research was used. There are many kinds of qualitative research but based on what had been explained before that this research's data was dealing with the meaning used in the speech, the researcher decided that this research deals with qualitative descriptive research.

As content research, the researcher himself is the main instrument by searching for semantic and pragmatic materials. To get more accurate data or research, the transcript of Jacinda Ardern's speech from YouTube video (Guardian News, 2019) was identified and read, then the researcher marked the sentence that includes into code semantic and pragmatic category.

After obtaining the data, the researcher continued to analyze the data by doing some steps. First of all, the researcher selected the data related to the study's problem in this research. After the data were selected, in the term of semantic meaning, as the first problem of the study, the researcher categorized it into three categories, which are following the divisions of Jacinda Ardern's speech. Then, the data of each category are presented, analyzed, and concluded. As the second problem of study in this thesis, the researcher does not categorize it into some categories of pragmatic meanings. The researcher selects the data according to the second problem of the study. Then, the data are presented, analyzed, and concluded. The next steps were presenting, analyzing, and concluding each category. Finally, after the whole categories' data are presented, analyzed, and concluded, the researcher made a tentative conclusion. After consulting with the advisers, the researcher concluded at the end of the research.

RESULTS AND DISCUSSION

This section discusses the semantic meanings in Jacinda Ardern's Speech. The semantic involvement data in this study is presented in the table that consists of three

main divisions. The first column is the number. The second column presents the sentences in Jacinda Ardern's speech, and the third column is semantic aspects.

Tabel 1 Semantic Aspects in the Speech

No	Semantic aspects	Frequency	%
1.	85 – 100	91	76
2.	Connotation	28	24
	Jumlah	**119**	**100**

1. *Assertive*. The assertive is an illocutionary act representing a state of affairs, including stating, claiming, hypothesizing, describing, telling, insisting, suggesting, asserting, or swearing that something in the case.
2. *Directive*. A directive is an illocutionary act for getting the addressee to do something, including ordering, commanding, daring, defying, challenging.
3. *Commisive*. The Commisive is an illocutionary act for getting the speaker (i.e., the one performing the speech act) to do something, including promising, threatening, intending, vowing to do, or refrain from doing something.
4. *Expressive*. The expressive is an illocutionary act that expresses the speaker's mental state about an event presumed to be accurate, including congratulating, thanking, deploring, condoling, welcoming, and apologizing.
5. *Declaration*. The declaration is an illocutionary act that brings into existence the state of affairs to which it refers, including blessing, firing, baptizing, bidding, passing sentence, and excommunicating.

Tabel 2 Illocutionary Acts in the Speech

No	Illocutionary Acts	Frequencies	%
1.	Assertive	55	46
2.	Directive	14	12
3.	Commisive	20	17
4.	Expressive	10	8
5	Declarative	20	17
	Jumlah	**208**	**100.00**

There are five functions of speech act found in Jacinda Ardern's speech. They are representative, directive, commissive, expressive, and declarative. Table 2 above shows functions of the speech act, the frequency of speech act functions, and the percentage of speech act found in Jacinda Ardern's speech. The speech act's first functions are assertive, which occurs 55 times out of 119 sentences (46%), which is the highest number among all speech act functions found in Jacinda Ardern's Speech. This means that the speaker's speech act usually explains to the listener as the previous utterance's response.

Furthermore, its function happens when the speaker gave the truth or fact of the expressed proposition. In this speech, the speaker asserts and reports the listener about the information when they flouted the speech act.

Based on the analyzed data above, it can be concluded that in semantic aspects, there are two aspects studied: denotation (91 findings or 76%) and connotation (28 findings or 24%). Hence the highest aspect is denotation.

Based on the result of the semantic analysis, denotation gets 76%. There are 91 findings of denotation. The findings are classified as denotation because they are the straightforward dictionary definition of the word or the actual literal definition or meaning of a word or term. Another aspect of semantic is connotation. Connotation gets 24%. There are 28 findings of connotation. The findings are classified as connotation because they are the association of a term. It could also be an emotional input attached to a word, making it more figurative and suggestive. From the description above, we can conclude that in semantic, the lowest aspects are connotation (24%), and the highest aspect is denotation (76%).

Pragmatic Aspect of Jacinda Ardern's Speech

Based on data analyzed above, it can be concluded that in pragmatic aspects, there are five aspects studied, they are: assertive (55 findings or 46%), directive (14 findings or 12%), commisive (20 findings or 17%), expressive (10 findings or 8%), and declarative (20 findings or 17%). In the pragmatic aspects, the highest aspect is assertive (46%), and the lowest aspect is expressive (8%).

Based on the result of the analysis of the pragmatic aspects, assertive get 46%. There are 55 findings of assertive. The finding is classified as assertive because their forces are included in assertive performances (10 statings, 32 reporting, two complainings, and 11 affirmation). There are 14 findings of the directive. The findings are classified as directives because they are included in directive performances (1 commanding, eight requests, and five askings). Commisive gets 17%. There are 20 findings of commisive. The findings are classified as commisive because they are included in commisive performances (10 promising and ten refusing). Expressive gets 8%. There are ten findings of expressive. The findings are classified as expressive because they are included in expressive performances (1 regretting, five thanking, three praisings, and one blaming). Declarative gets 17%. The findings are declarative because they are included in declarative performances (13 declaring and seven sentencing).

From the semantic and pragmatic aspects of Jacinda Ardern's speech, the writer found denotations and connotation in semantic aspects. The writer also found assertive, directive, commisive, expressive, and declarative in pragmatic aspects.

CONCLUSIONS

Based on the data in the previous chapter, the writer concluded that there are two aspects studied in semantic aspects: denotation (91 findings or 76%) and connotation (28 findings or 24%). From the data above, it can be seen that the more effective presentation is denotation. The findings are classified as denotation because they are the straightforward dictionary definition of the word or the actual literal definition or meaning of a word or term. In pragmatic aspects, there are five aspects studied, and they are: assertive (55 findings or 46%), directives (14 findings or 12%), commisives (20 findings or 17%), expressive (10 findings or 8%), and declarative (20 findings or 17%). From the data above, it can be seen that the most effective presentation is assertive, and the smallest aspect is expressive.

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