

The Pragmatic Analysis on Ganjar's Speech in Mata Najwa '3 Bacapres Bicara Gagasan'

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ABSTRACT

The inaugural meeting of the potential presidential candidates of the Republic of Indonesia took place at the 3 Bacapres Bicara Gagasan '3 Presidential Candidates Talking Ideas' event on September 19, 2023, organized by Mata Najwa at Gadjah Mada University. This forum is very important as it requires every potential presidential candidates for the Republic of Indonesia to effectively communicate the entirety of their speech. This research tries to specifically describe the various ways in which the principle of cooperation is violated and the resulting effects on discussion in Ganjar Pranowo's speech. The research utilizes speech data from the presidential candidate of the Republic of Indonesia, obtained from Najwa Shihab's YouTube channel. The data were examined using qualitative descriptive methods, employing a pragmatic theoretical approach, specifically focusing on the notion of cooperative principles and implicatures. Transcription was used to acquire research data. The findings are Ganjar Pranowo tends to violate the maxim of quantity, maxim of relevance and maxim of quality. The purpose of violating the maxim is to inform, avoid, and refuse/rebut.

Keywords: *Achievement of Basic Competencies, Learning Fiqh, Basic Competencies Knowledge and Skills*

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INTRODUCTION

Mata Najwa is a well-known Indonesian television talk show hosted by Najwa Shihab. The show discusses various social, political, and cultural issues in Indonesia and has gained a significant following for its in-depth interviews and discussions. Najwa Shihab, the host, is known for her insightful questions and ability to engage with a wide range of guests, including politicians, activists, artists, and scholars. "Mata Najwa" has become a platform for meaningful dialogue and debate in Indonesia, contributing to public discourse on important issues facing the country and society at large. On September 19 2023, Mata Najwa conducted the program at Gadjah Mada University presenting three presidential candidates 2024. This event attracted quite a lot of public attention considering that the contestation period for the 2024 presidential election has begun. As a result, every presidential candidate must take into account every statement that will be made to the public because these statements will greatly influence the public's attitude in choosing the President in 2024 including Ganjar Pranowo's as one the Presidential Candidates.

Ganjar Pranowo, being a prominent Indonesian politician and public figure, employs various speech strategies to effectively communicate his messages, connect with audiences, and convey his leadership vision. He emphasizes clarity and simplicity in his speeches. He communicates complex ideas and policies in a straightforward manner, using clear language that is easy for a diverse audience to understand. This approach helps to ensure that his messages resonate with a wide range of listeners, including those from different educational backgrounds. He often incorporates empathy and relatability into his speeches. He shares personal anecdotes, experiences, and stories that connect with the lived realities of ordinary citizens. This strategy helps to humanize his messages, making them more engaging and relevant to the audience's experiences and concerns. Recognizing Indonesia's diverse cultural, linguistic, and social landscape, He emphasizes inclusivity in his speeches. He may use multiple languages or dialects, incorporate local cultural references, and acknowledge the contributions of various communities within Central Java and Indonesia as a whole (see Hands, 2013; Kamsinah et al., 2022; Nguyen, 2020; Unicef, 2007). This inclusive approach fosters unity and appreciation for Indonesia's rich diversity. These speech strategies reflect Ganjar Pranowo's effective communication skills, leadership acumen, and understanding of the diverse Indonesian society. His ability to connect with people, articulate a compelling vision, and engage in meaningful dialogue contributes to his influence and impact in Central Java and Indonesian politics.

Essentially, every utterance made by Ganjar Pranowo is always closely tied to the intended message. Utterances such as straightforward speech, aggressive speech, sarcastic speech, ambiguous speech, and others are not arbitrary, as each utterance always carries a certain meaning that the speaker intends to communicate to the listener. The speaker will always be reflected in speech that is communicated through language. Moreover, language serves as a mirror that accurately portrays the actions and thought processes of its users in relation to the world, environment, and circumstances (Kecskes 2015; Salzmann, Stanlaw, and Adachi 2021; Sibarani 2004). Hence, language plays a crucial role in comprehending the precise meaning of each Bacapres' statement. In order to understand the meaning of speech, it is crucial to employ pragmatic theory, particularly implicature.

Yule (1996) defines pragmatics as a linguistic study that examines the meaning communicated by speakers (or writers) and interpreted by listeners (or readers). In line with Yule (1996), Pragmatics, as agreed upon by most linguists, is a method that examines how language is utilized in human communication. It focuses on the influence of contextual factors such as time, purpose of interaction, and the roles and relationships of the speakers and their partners. In the absence of context, the significance of a statement cannot be ascertained. Pragmatics places a strong emphasis on the relationship between meaning and context, with particular attention given to the information or intention conveyed by the speaker (Degen and Tanenhaus 2019, 38).

Yule (1996) dan Grice (Kroeger 2023) categorize implicature into two distinct types: conventional implicature and conversational implicature. Conventional implicature is not contingent upon context and can be derived directly from the meaning, as stated by Yule (1996). According to Yule (1996), the expression of speech meaning is achieved by examining the correlation between certain words, such as the utilization of connecting words.

Whilst, Conversational implicature refers to a proposition or statement that implies something (Aziza, 2022; Dalman et al., 2020; Santoso & Apriyanto, 2020). According to Yule (1996), implicature occurs when someone breaks conversational

rules or principles of cooperation. Conversational implicature typically employs indirect performative speech acts. Consequently, the meaning is inferred in the conversation. Conversational implicature serves specific pragmatic purposes (Wang, 2011). Conversational implicature can be categorized into two distinct types: generic conversational implicature and conversational particularized implicature (Yule, 1996). According to Yule (1996), generic conversational implicatures do not rely on specific contextual information to draw conclusions, but particularized conversational implicatures need drawing conclusions in order to understand the intended meaning of the speech.

In addition to implicature theory, the theory of cooperative principles is employed in the analysis of research data (Ramezani et al., 2016). Saifullah (2018, 17) states that the principle of cooperation, also known as the conversational maxim, is a pragmatic theory that serves as the foundation for conveying the intended meaning in language. In order to ensure smooth communication, it is imperative to apply and adhere to the idea of cooperation. statement that fails to adhere to the principle of collaboration suggests that the speaker has breached the principle of cooperation, resulting in an implied meaning behind their statement (Bachari and Juansah 2017; Saifullah 2018). In accordance with Grice's framework, Saifullah (2018) categorizes the principles of collaboration into four distinct components: (1) maxim of quantity : is a maxim that requires the contribution of the interlocutor to provide information according to needs, without adding unnecessary information (Apriyanto, 2020; Gill, 2003), (2) maxim of quality : a maxim that requires speakers and speech partners to provide information based on facts without lies or only based on assumptions (Wang, 2011), (3) maxim of relevance : a maxim that requires speakers and speech partners to provide relevant information according to needs (Wang, 2011), and (4) maxim of manner : a maxim that requires speakers and speech partners to provide clear, concise information and avoid ambiguity in their speech.

This research identified new research areas or gaps in knowledge based on the objects of study examined in prior studies. The peculiarity of this research is in the analysis of a speech delivered by the Presidential Candidate during the "3 Presidential Candidates Talking Ideas" event at Mata Najwa. The event took place on September 19, 2023, at Graha Sabha Pramana, Gadjah Mada University, Yogyakarta. The research topic for this study is: "To what extent are the principles of cooperation and the implications of the Presidential Candidates' conversation violated in the 3 Bacapres Bicara Gagasan.

METHOD

The objective of this research is to analyze the several instances in which the concept of cooperation was violated during the conversation between Najwa Shihab and Ganjar Pranowo at the 3 Bacapres Bicara Gagasan event in Mata Najwa, and to examine the resulting repercussions. This research specifically tries to provide a detailed description of the various instances where Ganjar Pranowo violates the principles of collaboration and conversational implicatures. This research employs a qualitative descriptive methodology with a pragmatic theoretical framework, specifically focusing on the cooperative principles and implicatures theory, to accomplish the research aims (see Herman et al., 2021; Miles et al., 2014; Silverman, 2013). Transcription was used to acquire research data.

The research data consists of transcriptions of Ganjar Pranowo's remarks during a discussion session with Najwa Shihab. The source of this data is Najwa Shihab's

YouTube channel. In December 2023, the repeat of the program "3 Bacapres Bicara Gagasan" or "3 Presidential Candidates Talking Ideas" garnered a viewership of 7.3 million and gained 145 thousand likes.

The analysis methodology employed in this study is derived from the model proposed by M. B. Miles & Huberman (1994). This model comprises the following stages: (1) data acquisition; (2) data reduction; (3) data presentation; and (4) data conclusion. Researchers gathered data in the initial phase by employing note-taking and listening methodologies. Following the effective collection of data in the second phase, the researcher conducted data reduction. The selected data consists of speech transcripts from the conversation between Ganjar Pranowo and Najwa Shihab. Stage three involves the researcher providing a descriptive presentation of the data. The information is presented in two primary discussion sections: an examination of maxim violations and an evaluation of implicature or the meaning of speech. The researcher draws conclusions regarding the research findings in alignment with the research inquiries during the concluding phase.

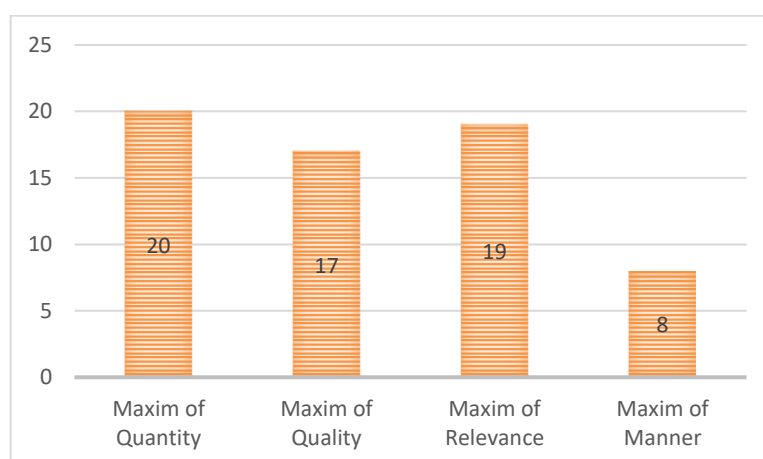
RESULT AND DISCUSSION

In this section, the results and discussion will be limited to the conversation between Najwa Shihab and Ganjar Pranowo. In the discussion session, several topics were discussed, namely (1) election costs and the assets of Presidential Candidates, (2) issues from the audience, and (3) the quality of the police and the independence of the Corruption Eradication Commission. The following are the conversational implicatures found in Najwa Shihab's discussion session with the 2024 Indonesian Presidential Candidates.

Conversational Implicature by Ganjar Pranowo

In the discussion session between Najwa Shihab and Ganjar Pranowo, many violations of maxims were found. This means that each speech data not only violates one conversational maxim, but can violate two or even four conversational maxims at once.

Chart 1. The Violation of Maxim by Ganjar Pranowo



In the discussion session between Najwa Shihab and Ganjar, the first topic was related to election costs and the assets of Bacapres. The discussion activity between

Najwa Shihab and Ganjar Pranowo began with questions about the assets owned by Ganjar Pranowo.

Table 1. Dialogue Ganjar [DG 1]

Speakers	Indonesian	English
Najwa	<i>Mas ini yang terbaru nggak ya mas ketika kekayaan Anda 13,45 miliar?</i>	'Isn't this the latest bro when your wealth is 13.45 billion?'
Ganjar	<i>Kira-kira segitu.</i>	'About that much.'
Najwa	<i>Kira-kira segitu?</i>	'About that much?'
Ganjar	<i>Eggak, ini tahun 2022 mbak. Ada yang lebih baru yang mungkin KPK belum melakukan dan sekali lagi 3 hari setelah saya pensiun sudah saya laporkan.</i>	'No, it's 2022, sis. There is something newer that perhaps the Corruption Eradication Committee has not done and again 3 days after I retired I reported it.'
Najwa	<i>Lebih kaya atau lebih miskin mas?</i>	'Richer or poorer, bro?'
Ganjar	<i>Ya masih segitu. Karena setelah itu, saya punya utang untuk bangun rumah saya di Yogya dan saya jual rumah saya yang ada di Cibubur, sehingga kemarin harus anjlok dulu, tapi naik sedikit ketika kemudian saya menuntaskan seluruh pekerjaan saya. Masih sekitar angka-angka itu.</i>	'Yes, it's still like that. Because after that, I had debt to build my house in Yogya and I sold my house in Cibubur, so yesterday it fell first, but it rose a little when I finished all my work. Still around those numbers'

Based on DG.1's statement, Ganjar Pranowo has violated the maxim of quantity, the maxim of relevance and the maxim of method. Basically, Najwa Shihab only asked whether Ganjar Pranowo's assets had increased or decreased in the latest financial data, but Ganjar Pranowo did not answer with certainty whether his assets would increase or decrease from the 13.45 billion he owned in 2022. Ganjar Pranowo's statement violated the maxim of conversation, (1) violation of the maxim of quantity because he did not answer according to the question, (2) violation of the maxim of relevance because Ganjar Pranowo discussed the sale and construction of houses which Najwa Shihab basically did not ask about, and (3) violation of the maxim of manner because Ganjar Pranowo answered in a way that rambling or not to the point. Violations of maxims ultimately give rise to implicatures or implied intentions of the speech.

Table 2. Conversational Implicature by Ganjar Pranowo

Najwa	Ganjar	Ganjar's Intention	Ganjar's Goal
Berdasarkan data terbaru, kekayaan Anda bertambah atau berkurang dari 13,45 miliar? 'Based on the latest data, has your wealth increased or decreased from 13.45 billion?'	'More or less the nominal amount mentioned by Najwa Shihab.' 'The nominal has changed due to buying a house in Yogya and selling a house in Cibubur.'	<ul style="list-style-type: none"> • Wealth does not change significantly. • Net worth (transparent because it is routinely reported to the Corruption Eradication Commission) with nothing hidden. 	To inform

Based on DG.1's statement, Ganjar Pranowo has violated the maxim of quantity, the maxim of relevance and the maxim of method. Basically, Najwa Shihab only asked whether Ganjar Pranowo's assets had increased or decreased in the latest financial data, but Ganjar Pranowo did not answer with certainty whether his assets would increase or decrease from the 13.45 billion he owned in 2022. Ganjar Pranowo's statement violated the maxim of conversation, (1) violation of the maxim of quantity because he did not answer according to the question, (2) violation of the maxim of relevance because Ganjar Pranowo discussed the sale and construction of houses which Najwa Shihab basically did not ask about, and (3) violation of the maxim of manner because Ganjar Pranowo answered in a way that rambling or not to the point. Violations of maxims ultimately give rise to implicatures or implied intentions of the speech. Apart from discussing wealth, Najwa Shihab also asked about the issue of identity politics that attacked Ganjar Pranowo. Najwa Shihab asked about the intentions and intentions of Ganjar Pranowo, who was the model for the evening call to prayer on Hary Tanoesoedibjo's MNC television station.

Table 3. Dialogue Ganjar [DG 2]

Speakers	Indonesian	English Translation
Najwa	'Jadi, saya mau tanya langsung ke Anda. Apa <i>niatan</i> dan <i>maksud</i> Anda masuk TV, <i>berwudu</i> , <i>salat</i> , <i>ditayangan</i> <i>azan</i> ?'	'So, I want to ask you directly. What is your intention and intention to go on TV, perform ablution, pray, be shown the call to prayer?'
Ganjar	<i>MNC punya tim kreatif. Kemudian, mengajak saya dan saya pastikan dia punya kepentingan yang lain. Apakah untuk company-nya? Apakah untuk kepentingan yang lain? Dan kemudian dia mengajak saya dan saya sampaikan, saya tidak punya</i>	'MNC has a creative team. Then, he invited me and I made sure he had other interests. Is it for the company? Is it for other purposes? And then he asked me and I said, I don't have a history of identity

<p><i>sejarah politik identitas. Identitas saya adalah yang seperti ini, dan kita melakukan hal yang biasa, dan kemudian semuanya menilai hasil akhirnya Mbak Nana sudah sebutkan.</i></p>	<p>politics. My identity is like this, and we do the usual things, and then everyone judges the final result that Ms. Nana has mentioned.'</p>
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Based on DG.2's statement, Ganjar Pranowo has violated the maxim of quantity, maxim of quality and maxim of relevance. Basically, Najwa Shihab only asked about Ganjar Pribadi's motives, intentions and intent, which was the model for the Maghrib call to prayer, but Ganjar Pranowo's answer only explained the chronology of events and the MNC's interests. Ganjar Pranowo's speech has violated the maxim of conversation, (1) violated the maxim of quantity because Ganjar Pranowo's answer was broad and directed more towards MNC, not his personal motives for being willing to be a model for the Maghrib call to prayer, (2) violated the maxim of quality because Ganjar Pranowo answered inappropriately. with the essence of Najwa Shihab's question, (3) violation of the maxim of relevance because Ganjar Pranowo discussed the interests of the MNC, not his own interests. Violations of maxims ultimately give rise to implicatures or implied intentions of the speech.

Table 4. Conversational Implicature by Ganjar Pranowo

Najwa	Ganjar	Ganjar's Intention	Ganjar's Goal
<p><i>Apa niatan dan maksud Anda masuk TV, berwudu, salat, ditayangkan azan? What is your intention and meaning when you go on TV, perform ablution, pray, and show the call to prayer?</i></p>	<p>MNC has a creative team. The MNC creative team invited Ganjar Pranowo to be the model for the Maghrib call to prayer. It is claimed that MNC has its own interests in inviting Ganjar Pranowo. Ganjar Pranowo has no history of identity politics.</p>	<ul style="list-style-type: none"> • Ganjar Pranowo does not want to be claimed as politicizing religion. • Ganjar Pranowo does not want to be labeled identity politics. • Ganjar Pranowo has no personal interests. • Ganjar Pranowo only accepted MNC's invitation to become a model for the Maghrib call to prayer. 	<ul style="list-style-type: none"> • To Avoid • To Deny

Based on DG.2 data, Najwa Shihab asked about Ganjar Pranowo's personal motives or intentions and intentions for being willing to become a model for the Maghrib call to prayer on MNC television broadcasts. Ganjar Pranowo did not answer Najwa Shihab's question specifically and clearly. Based on speech (1) "MNC punya tim kreatif", (2) "mengajak saya", (3) "saya pastikan dia punya kepentingan yang lain", (4) "saya tidak punya sejarah politik identitas", dan (5) "kita melakukan hal yang biasa", Ganjar Pranowo intends to explain that he has no interest whatsoever. By emphasizing the MNC, Ganjar Pranowo means that the idea of appearing at the evening call to prayer is not his personal interest, but a direct offer from the MNC. Not only that,

Ganjar Pranowo through speech number (4) intends to lead public opinion that he is not politicizing religion.

Ganjar Pranowo's statements which are not relevant to Najwa Shihab's question are closely related to the context of the speech. As previously mentioned, the "3 Presidential Candidates Talk Ideas" event was seen and heard by many people so that issues of identity politics that use religion as a selling point in political contestations have the potential to receive negative views/stigma from Indonesian society. Moreover, Ganjar Pranowo has the status of the Presidential Candidate of the PDIP Party so that every statement he makes will represent himself and the supporting party, as well as being a consideration for the Indonesian people to choose or not vote for him in the 2024 Election. Therefore, Ganjar Pranowo's speech focuses more on MNCs. and not for personal motives, showing his intention that he does not want to be labeled as a Presidential Candidate who uses identity politics. Apart from discussing wealth and identity politics issues, Najwa Shihab also asked about the issue of disbanding the KPK which was raised by the General Chair of the PDIP Party, Megawati Soekarno Putri. Najwa Shihab asked for the views and responses of Ganjar Pranowo as a member and Bacapres promoted by the PDIP Party.

Table 5. Dialogue Ganjar [DG 3]

Speakers	Indonesian	English Translation
Najwa	<i>Korupsi dan penegakan hukum mas. Saya mau tanya soal ini mas. Ketua Umum Anda mas, Ibu Megawati Soekarno Putri. Ibu Mega sempat mengeluarkan pernyataan, "bubarin saja KPK, tidak efektif". Saya mau tanya. Anda sependapat dengan Ibu Ketua Umum?</i>	'Corruption and law enforcement, sir. I want to ask about this, bro. Your General Chairperson, Mrs. Megawati Soekarno Putri. Ms. Mega once issued a statement, "Just disband the KPK, it's not effective". I want to ask. Do you agree with the Chairperson?'
Ganjar	<i>Dalam konteks pendekatan hukum, boleh gak ada slide yang bisa ditampilkan ya dari sisi hukum tadi? Baik dari jumlah penindakan kasus korupsi yang ada di Indonesia 2018-2022 biar semua publik audiens tau sikap saya sebagai Capres. Agar tidak terjadi confused siapa berpendapat, siapa yang sedang duduk di sini. Lalu, saya tanya tantangannya tadi sudah saya sampaikan pada teman-teman. Yang pertama, kebiasaan kita korup, kerja nyogok, mau dapat proyek nyogok, dan kemudian ketemu seseorang, ketangkap OTT KPK. Siapa? Analisis aktor atau barangkali kebijakan yang korup karena regulasi menguntungkan sebagian dan kemudian itu dijadikan seolah-olah ini untuk kepentingan</i>	'In the context of a legal approach, can there be slides that can be shown from the legal side? Well, from the number of prosecutions for corruption cases in Indonesia 2018-2022, so that all the public audience knows my stance as a presidential candidate. So that there is no confusion about who has an opinion and who is sitting here. Then, I asked about the challenge I had previously conveyed to my friends. Firstly, our habit is to be corrupt, work by bribery, want to get a project by bribery, and then meet someone, get caught by the KPK OTT. Who? Actor analysis or perhaps corrupt policies because regulations benefit some and then it is made as if this

bersama, tapi yang bermain itu beberapa orang saja. Atau sistem aturan yang korup dari kelembagaannya. Jangan-jangan memang aturannya kurang bagus. Atau terakhir, ya praktiknya yang tiap hari tertoleran itu sudah biasa kok, gak apa-apa. Namanya juga orang kuasa, power tends to corrupt. Gak bisa. Ini tantangannya. Maka saya tuliskan, mbak, di dalam solusi ini. Penguatan kejaksaan KPK dan kepolisian yang disebut sebagai APH.

is for the common good, but only a few people are playing. Or a corrupt regulatory system from the institution. Maybe the rules are not good enough. Or finally, yes, the daily tolerable practice is normal, it's okay. He is also called a person of power, power tends to corrupt. Can't. This is the challenge. So I wrote it, sis, in this solution. Strengthening the KPK prosecutor's office and the police known as APH.'

Based on DG.3's statement, Ganjar Pranowo has violated four maxims of conversation at once, namely the maxim of quantity, the maxim of quality, the maxim of relevance and the maxim of manner. Basically, Najwa Shihab only asked Ganjar Pranowo's response regarding the dissolution of the KPK which was mentioned by Megawati Soekarno Putri. However, in his speech, Ganjar Pranowo did not give the slightest personal opinion on this issue. Ganjar Pranowo's speech has violated the maxim of conversation, (1) violated the maxim of quantity because Ganjar Pranowo's answer was too long, but not at the heart of the question where the answer was actually only "agree" or "disagree", (2) violated the maxim of quality because Ganjar Pranowo did not answered the main question from Najwa Shihab regarding the dissolution of the Corruption Eradication Commission which was mentioned by Megawati Soekarno Putri, (3) violated the maxim of relevance because Ganjar Pranowo actually discussed corrupt habits and the factors causing corruption, and (4) violated the maxim of manner because Ganjar Pranowo answered in a way which is long-winded or not to the point. Violations of maxims ultimately give rise to implicatures or implied intentions of the speech.

Tabel 6. Conversational Implicature by Ganjar Pranowo

Najwa	Ganjar	Ganjar's Intention	Ganjar's Goal
<p>Ibu Mega sempat mengeluarkan pernyataan, "bubarin saja KPK, tidak efektif". Saya mau tanya. Anda sependapat dengan Ibu Ketua Umum?</p> <p>'Ms. Mega once issued a statement, "Just disband the KPK, it's not effective". I want to ask. Do you agree with the Chairperson?'</p>	<p>'Corrupt habits in Indonesia.'</p> <p>'Factors causing corruption.'</p> <p>'Solutions to overcome corrupt practices.'</p>	<ul style="list-style-type: none"> • Ganjar Pranowo does not want to show an attitude that is contrary to the PDIP General Chair. • Ganjar Pranowo believes that the Corruption Eradication Commission and the police need to be strengthened again. 	To Avoid

Based on table 6, Ganjar Pranowo through his speech intended to obscure his answer which did not agree with the General Chairman of the PDIP Party to dissolve the KPK. Ganjar Pranowo's unclear answer to Najwa Shihab's question regarding his response to the opinion of the General Chair of the PDIP Party had a specific purpose. The purpose of the statement which seems broad and not at the core of the question shows that Ganjar Pranowo does not want to openly reject the opinion of the General Chairman of the PDIP Party who has supported it. Apart from that, through speech Penguatan kejaksaan KPK dan kepolisian yang disebut sebagai APH 'Strengthening the KPK prosecutor's office and the police known as APH', Ganjar Pranowo intends to convey that he continues to support the role of the Corruption Eradication Commission and the police, noting that there is a need for enforcement.

CONCLUSION

Based on the results of the analysis and discussion, this research concludes that violations of the principle of cooperation can give rise to speech implicatures. There are three main conclusions in this research. First, based on the calculation results, Ganjar Pranowo tends to violate the maxim of quantity, maxim of relevance and maxim of quality. Ganjar Pranowo's speeches tend to be over capacity/too long/rambling, have no relevance to the question, and do not contain the information that Najwa Shihab expected. The purpose of violating the maxim is to inform, avoid, and refuse/rebut.

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