

Prabowo' Conversational Implicatures in Mata Najwa's Program

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Abstract

The Republic of Indonesia's potential presidential candidates first got together on September 19, 2023, at Mata Najwa's "3 Presidential Candidates Talking Ideas" event at Gadjah Mada University. This forum is very important since all potential candidates for the Republic of Indonesia's presidency must be able to fully communicate the content of their speeches. From this phenomenon, the research attempts to characterize the ways in which the cooperative principle has been violated and the conversational strategies employed by Prabowo Subianto at the "3 Bacapres Talk Ideas" event in Prabowo Subianto. The speech data from the interview between Najwa Shihab and Prabowo Subianto from Najwa Shihab's YouTube channel was used for this study. Using a pragmatic theoretical approach and qualitative descriptive approaches, particularly the notion of cooperative principles and implicatures, the data were evaluated. The research data was transcribed and gathered. The conclusion is that Prabowo Subianto tends to violate the maxim of quantity and maxim of relevance. The purpose of violating the maxim is to argue and inform.

Keywords: Bacapres, Conversational Implicature, Pragmatics, Cooperation Principle

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INTRODUCTION

The first forum to present three presidential candidates at once was the '3 Bacapres Bicara Gagasan' event, which was hosted by Mata Najwa on September 19, 2023, at Gadjah Mada University. With the commencement of the 2024 presidential contestation period, this event garnered a good deal of public attention. The attention of the viewing audience is always focused on every statement made by Anies Rasyid Baswedan, Ganjar Pranowo, or Prabowo Subianto. Because public words have a significant impact on the public's attitude while selecting the President of 2024, all presidential candidates must consider the impact of every statement they make.

In other words, the significance of a speech is always there in every statement made by presidential candidates. There are other types of speech besides straightforward speech, forceful speech, caustic speech, and ambiguous speech; these are all utterances that have a certain meaning that the speaker wishes to get over to the other person. Language-based speech will always be a reflection of the speaker.

Prabowo Subianto is an Indonesian politician and former military officer known for his strategic communication skills. Prabowo often invokes themes of nationalism,

patriotism, and love for the country in his speeches. He appeals to Indonesians' sense of pride in their nation's history, culture, and achievements, aiming to foster unity and national identity. Prabowo's speeches are characterized by a charismatic and authoritative tone, reflecting his military background and leadership style. He exudes confidence and decisiveness in his delivery, which resonates with supporters and projects strength as a leader. Prabowo's speeches often include critiques of the political establishment, highlighting issues such as corruption, inefficiency, and inequality. He presents himself as an outsider challenging the status quo, appealing to voters disillusioned with traditional political parties and leaders.

In essence, language is a social construct that allows speakers to reflect and communicate their skills, convictions, and characteristics (Cargile et al., 1994; Dragojevic & Giles, 2016; Horobin, 2018; Kiesling, 2019). Moreover, language is a reflection of how its speakers behave and perceive the outside world, their surroundings, and their context (Kecskes, 2015; Salzmann et al., 2021; Sibarani, 2004). Consequently, language is crucial to understanding each Bacapres' discourse in its whole. The application of pragmatic theory—particularly implicature—is crucial to understanding the meaning of speech. Yule (1996) defined pragmatics as a branch of linguistics that studies how listeners (or readers) understand what speakers (or writers) are trying to say. This implies that it is impossible to understand an utterance without its context. The emphasis in pragmatics is usually on the information or intent that the speaker is trying to convey because meaning and context are intimately intertwined (Degen & Tanenhaus, 2019, p. 38). Yule (1996) distinguishes between two types of implicature: conversational implicature and conventional implicature. Basically, because the implicature is derived straight from the meaning, traditional implicature does not require discussion to occur nor does it require context. Also, Yule (1996) claims that examining the associations of particular words—like the use of connecting words—is one way to express the meaning of speech. Following Grice, (Saifullah, 2018) splits the cooperative principles into four parts: the manner maxim, the relevance maxim, the quality maxim, and the quantity maxim.

First, the maxim of quantity dictates that the other party must contribute by providing information based on needs and omitting any extraneous details (Bachari & Juansah, 2017; Saifullah, 2018). According to the speaker's needs, this maxim dictates that the interlocutor must offer information as correctly as feasible (Bachari & Juansah, 2017). Second, the maxim of quality states that information should be provided by speakers and speech partners using only true facts and not fabrications or conjecture (Bachari & Juansah, 2017; Saifullah, 2018). This maxim requires speech partners and presenters must provide comprehensive proof to support their statements (Bachari & Juansah, 2017). Third, the maxim of relevance is a maxim that calls for speakers and speech partners to supply pertinent data in accordance with demands (Saifullah, 2018). This implies that the questions posed, the topics covered, and the response must line up. Fourth, the maxim of manner dictates that speakers and their speaking partners must give succinct, unambiguous information and refrain from using ambiguity when speaking. (Saifullah, 2018).

Similar research objectives, approaches, and study objects are the foundations of other recent works that bear relevance to this investigation. According to (Fadila et al., 2020; Fatoni et al., 2023; Islamiyah & Utomo, 2022; Rahmah & Pujiati, 2022; Septiani et al., 2022; Setyaningrum & Ningsih, 2023; Yulis et al., 2023; Zumaro & Utomo, 2021), the research objectives were to (1) characterize the different kinds of conversational implicatures, (2) to describe the function of conversational implicatures (3) to describe the types of sentences in speech, and (4) to describe the meaning of the implicature contained in the object of study.

There are similarities between this research and earlier studies based on the research methodologies and theories employed during the investigation. Both this study

and its predecessors employ a descriptive-qualitative methodology (Fadila et al., 2020; Fatoni et al., 2023; Islamiyah & Utomo, 2022; Rahmah & Pujiati, 2022; Septiani et al., 2022; Setyaningrum & Ningsih, 2023; Yulis et al., 2023; Zumaro & Utomo, 2021). The implicature theory of Grice and Yule as well as the notion of cooperative principles are employed by both in the theoretical realm of study.

Previous researches have used a variety of study objects depending on the purpose of the study. Nonetheless, the majority of earlier studies looked at implicatures in conversations in virtual environments, such as (1) the utterance in the film "The Gift" produced by Hanung Bramantyo (Rahmah & Pujiati, 2022), (2) the utterance in the sinetron "Dunia Terbalik" Episode 2006-2007 in RCTI (Zumaro & Utomo, 2021), and (3) the utterance in the program "Vincent and Desta" in YouTube Channel Vindes (Yulis et al., 2023). Based on objects of the study from the previous studies, this study identified new research or research gaps. The target of study in this research is a speech by Prabowo Subianto, which represents uniqueness. Based on the research background, this research question is "How are the principles of cooperation and the implications of the Prabowo Subianto's conversation violated in the 3 Bacapres Bicara Gagasan' event in Mata Najwa?".

METHOD

The purpose of this study is to highlight the ways in which the cooperative principle has been violated as well as the ramifications of the discussion that took place between Najwa Shihab and Prabowo Subianto at the "3 Bacapres Bicara Gagasan" event in Mata Najwa. In particular, the goal of this study is to describe (1) forms of violations of the principles of cooperation and conversational implicatures of Prabowo Subianto. This study combines a pragmatic theoretical approach—particularly the notion of cooperative principles and implicatures—with a qualitative descriptive method to accomplish its research objectives. Transcription was used to gather research data.

The research data is transcriptions of Prabowo Subianto's utterances during a discussion with Najwa Shihab. Najwa Shihab's YouTube channel is the source of this information. The third Bacapres Bicara Gagasan repeat has garnered 145 thousand likes and 7.3 million views as of December 2023. The Miles and Huberman model (1994) which consists of four steps for data analysis—collection, reduction, presentation, and conclusion—is the model that this study has utilized. Researchers used note-taking and listening approaches to gather data in the first stage of the study. Data reduction was done by the researcher in the second stage, which followed the successful collection of data. The speech data from Najwa Shihab and Prabowo Subianto's conversation session was chosen. The data is presented descriptively by the researcher in the third stage. The information is divided into two primary discussion points: the implicature/meaning of speech analysis and the examination of maxim violations. The researcher draws conclusions from the investigation in the last stage, taking into account the research questions.

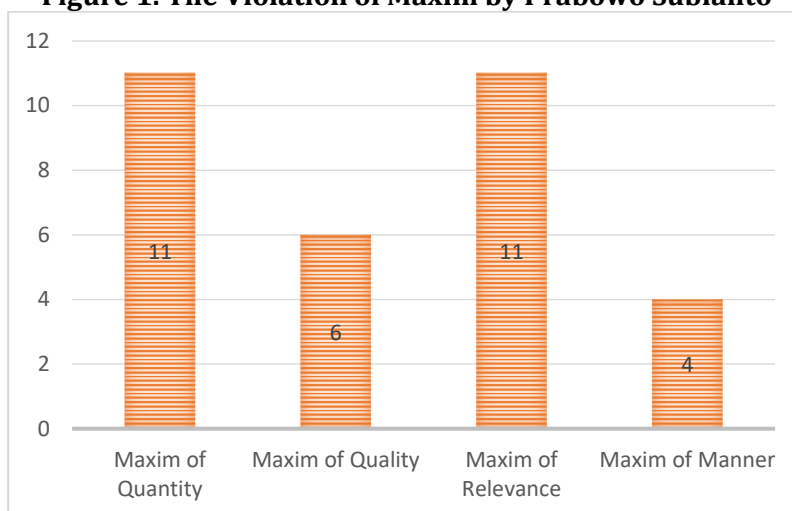
RESULT AND DISCUSSION

This part will focus only on the conversation between Najwa Shihab and Prabowo Subianto, including the outcomes and analysis. The discussion session covered various subjects, specifically (1) the expenses associated with elections and the financial assets of Presidential Candidates, (2) concerns raised by the audience, and (3) the effectiveness of the police force and the autonomy of the Corruption Eradication Commission. The subsequent conversational implicatures are identified in Najwa Shihab's discourse session with the 2024 Indonesian Presidential Candidates.

Conversational Implicature by Prabowo Subianto

In the discussion session between Najwa Shihab and Prabowo Subianto, 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.

Figure 1. The Violation of Maxim by Prabowo Subianto



The first topic relates to election costs and the assets of Bacapres. The discussion activity between Najwa Shihab and Prabowo Subianto began with the question of Prabowo Subianto's assets, which he felt were sufficient to finance campaign activities.

Dialogue Prabowo [DP.1]

Najwa : Kita lihat, bakal calon presiden dari Koalisi Indonesia Maju, harta Prabowo Subianto tertinggi di antara Bacapres yang lain Pak, 2,04 triliun rupiah. Pak Prabowo, apakah kalau disambungkan dengan perbincangan kita sebelumnya, biaya politik yang tinggi, apakah itu artinya bapak relatif aman karena toh duit bapak banyak, padahal sudah nyapres 3 kali? 'We can see that the presidential candidate from the Advanced Indonesia Coalition, Prabowo Subianto's assets are the highest among the other presidential candidates, sir, 2.04 trillion rupiah. "Pak Prabowo, if we connect it with our previous conversation, the high political costs, does that mean you are relatively safe because you have a lot of money, even though you have run for president 3 times?' (English Translation)

Prabowo S : Mbak Nana, saya sudah jadi pengusaha 20 tahun lebih. Dan kalau Anda mengerti bisnis, ada perbedaan antara aset yang dinilai, tanah aset dinilai, ada nilainya, dan cash, uang yang bisa dipakai. Aset saya kalau dipelajari banyak aset, tapi juga yang tidak bersifat cash. Bahkan banyak aset saya, pabrik saya yang mandek karena saya tidak dapat kredit, karena saya tidak berkuasa 20 tahun. Mbak, saya punya karyawan ribuan, tidak saya PHK. Karena ya ini realita saudara-saudara, ini realita. Jadi tidak malu-malu, saya memang jadi pengusaha. Karena saya waktu pensiun, pensiun saya waktu itu hanya Rp 900.000. Sekarang pensiun saya Rp 4,8 juta. Jadi kalau saya tidak bisnis, saya tidak bisa hidup.

'Ms. Nana, I have been an entrepreneur for more than 20 years. And if you understand business, there is a difference between assets that are valued, land assets are valued, have value, and cash, money that can be used. If I study my assets, there are many assets, but also those that are not cash. In fact, many of my assets, my factories, have stalled because I can't get credit, because I haven't been in power for 20 years. Sis, I have thousands of employees, I won't lay them off. Because yes, this is reality, brothers, this is reality. So I'm not shy, I'm an entrepreneur. Because when I retired, my

pension at that time was only IDR 900,000. Now my pension is IDR 4.8 million. So if I don't do business, I can't live.' (English Translation)

Based on DP.1's statement, Prabowo Subianto 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 just asked "apakah harta kekayaan yang dimiliki Prabowo Subianto dapat mengamankan jalannya politik tahun 2024?". Based on this question, the answer is only "Ya, aman" atau "Tidak aman". However, in his speech, Prabowo Subianto actually explained the type of assets he owned, the dependents he had to fulfill, and the insufficient income from his pension. Prabowo Subianto's speech violated the maxim of conversation, (1) the maxim of quantity was violated because Prabowo Subianto's answer was too long, but not at the core of the question, the answer was actually only "ya, aman" atau "tidak aman", (2) violation of the maxim of quality because Prabowo Subianto did not answer the main question from Najwa Shihab regarding his financial condition which was able to secure the 2024 presidential election process, (3) violation of the maxim of relevance because Prabowo Subianto actually discussed the type of assets he owned, the dependents he had to fulfill, and the income from insufficient pension, and (4) violation of the maxim of manner because Prabowo Subianto answered in a long-winded manner or did not get to the point. Violations of maxims ultimately give rise to implicatures or implied intentions of the speech.

Table 1. Conversational Implicature by Prabowo Subianto

Najwa	Parabowo	Prabowo's Intention	Prabowo's Goal
<i>Apakah harta yang dimiliki membuat biaya politik menuju Pilpres 2024 relatif aman?</i>	Entrepreneur for more than 20 years. The majority of assets are non-cash assets. Many dependents with wealth of 2.04 trillion.	Owning assets does not guarantee that political financing is safe.	To protest
'Do the assets you own make political costs leading up to the 2024 presidential election relatively safe?'	Retirement income is not sufficient at all. Business results enable him to survive.		

Based on DP.1 data, Najwa Shihab asked "are Prabowo Subianto's finances capable of securing the political contestation process in 2024?". Prabowo Subianto did not answer Najwa Shihab's question specifically and clearly. Based on utterance (1) mbak Nana, saya sudah jadi pengusaha 20 tahun lebih, (2) aset saya kalau dipelajari banyak aset, tapi juga yang tidak bersifat cash, (3) bahkan banyak aset saya, pabrik saya yang mandek karena saya tidak dapat kredit, karena saya tidak berkuasa 20 tahun, (4) mbak, saya punya karyawan ribuan, tidak saya PHK(1) 'Ms. Nana, I have been an entrepreneur for more than 20 years, (2) if you study my assets, there are many assets, but also those that are not cash, (3) In fact, many of my assets, my factory, have stalled because of me I can't get credit, because I haven't been in power for 20 years, (4) Sis, I have thousands of employees, I won't lay them off', and (5) jadi, kalau saya tidak bisnis, saya tidak bisa hidup 'If I don't do business, I can't live', Prabowo Subianto intends to explain that his large wealth does not guarantee that his political costs are also safe. This is proven by Prabowo Subianto's statement explaining that his financial condition is not that easy to use directly. Moreover, Prabowo Subianto has other financing responsibilities apart from political financing.

Apart from discussing assets, Najwa Shihab also asked about the issue of violence committed by Prabowo Subianto against the Deputy Minister of Defense, Harvick Hasnul

Qolbi. Najwa Shihab asked Prabowo Subianto's response regarding the motive for the accusations leveled at him.

Dialogue Prabowo [DP.2]

Najwa : Apa kira-kira tujuan kalau Pak Prabowo menebak-nebak tujuannya membuat rumor seperti itu Pak Prabowo emosional, menampar bahkan mencekik di rapat kabinet disebutnya?
 ‘What is the purpose if Mr. Prabowo guesses the purpose of making rumors like that? Mr. Prabowo gets emotional, slaps and even strangles him at what he said was a cabinet meeting?’ (English Translation)

Prabowo S : Tapi saya dulu di fitnah lebih gawat lagi Pak. Mau kudeta lah, mau inilah, mau itu. Sedikit-sedikit mau berontak, gak tau, muka saya muka kudeta kali ya. Jadi ini ya, ini koreksi kita ya.
 ‘But I was slandered even more seriously, sir. I want a coup, I want this, I want that. Little by little I want to rebel, I don't know, my face is the face of a coup, right? So this is it, this is our correction, okay?’ (English Translation)

Based on DP.2's statement, Prabowo Subianto has violated the maxim of quality and the maxim of relevance. Basically, Najwa Shihab only asked about the alleged motives of the people who slandered from Prabowo Subianto's perspective. However, Prabowo Subianto's statement did not specifically answer Najwa Shihab's question. Prabowo Subianto's statement ultimately violated the maxim of quality because his answer was not at the heart of Najwa Shihab's question. Not only that, Prabowo Subianto's statement also violated the maxim of relevance because Prabowo Subianto actually told a similar experience that had happened to him instead of answering the alleged motives of the person who slandered him. Violations of maxims ultimately give rise to implicatures or implied intentions of the speech.

Table 2. Conversational Implicature by Prabowo Subianto

Najwa	Prabowo	Prabowo's Intention	Prabowo's Goal
<i>Apa dugaan Prabowo Subianto terhadap motif dari orang yang memfitnahnya?</i> ‘What is Prabowo Subianto's suspicion regarding the motives of the people who slandered him?’	‘Prabowo Subianto has previously received slander that was worse than this rumor.’	<ul style="list-style-type: none"> • Prabowo Subianto does not consider the rumors about him to be a big problem. • Prabowo Subianto is used to unfounded accusations leveled at him. • From the beginning, many parties wanted to bring him down with slander. 	Tell him that he doesn't care because he has often been slandered

Based on DP.2, Najwa Shihab only asked about the alleged motive of the person who slandered from Prabowo Subianto's perspective. However, Prabowo Subianto actually described a similar, more serious incident that he had experienced in the past. Through the utterance, “dulu difitnah lebih gawat lagi”, “mau kudeta”, “sedikit-sedikit mau berontak”, dan “muka saya, muka kudeta kali” ‘Before, I was slandered even more seriously, wanted a coup, little by little wanted to revolt, and my face, the face of a coup this time’, Prabowo Subianto intends to tell the audience that it is not uncommon for him to receive slander that is worse than just committing violence. Prabowo Subianto's words also have other implications, namely that from a long time ago many people did not like him, so they often made baseless and unreasonable accusations with the aim of lowering his dignity and status.

Based on the results of the analysis, the findings of this research are in line with the research of Fatoni, et al. (2023) which proves that violations of maxims result in the birth of conversational implicatures. Not only that, this research and previous research also prove that speech implicatures can aim to state, emphasize, obscure/cover, reject, and much more (Fahlevi & Ainusyamsi, 2019; Setyaningrum & Ningsih, 2023; Zumaro & Utomo, 2021). In this way, the findings of this research are in line with and support the findings of previous studies.

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, Prabowo Subianto tends to violate the maxim of quantity and maxim of relevance. Prabowo Subianto's speech is also often long-winded and does not get straight to the point of the answer. Not only that, Prabowo Subianto's responses to Najwa Shihab's questions are often irrelevant to what is being asked. The purpose of violating the maxim is to argue and inform.

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