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# Critical Discourse Analysis and Conflict Management Issues Jokowi's Speech at the World Bank IMF Meeting in Bali

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## ABSTRACT

The plenary meeting of the IMF World Bank Annual Meeting in Bali was started by President Joko Widodo. Jokowi's speech during the event was fascinating to research because it went viral in the public and addressed both the advantages and disadvantages. Critical discourse analysis and management of conflict crisis situations using qualitative methods and approaches. The goal of this study is to use a crisis and conflict issue management approach to decipher the meaning of the text and identify the Jokowi government's interests. The findings of this study show that the ideological interests of government programs, as well as part of a plan to get out of the crisis, influence the content, context, and cognition of speech writing. The conclusion is that the speech was written with the Indonesian government's best interests in mind, notably investment interests.

**Keywords:** Discourse Analysis; Issue Management; Jokowi's Speech

## 1. INTRODUCTION

Political discourse is political speech. Political discourse has the power to persuade the target community to agree with the orator's objective, particularly the group's views or ideology. To grasp the orator's true agenda, critical discourse analysis is required because: words [discourse] are never neutral [1], and the text is full of ideology, as well [2].

A state leader's political speech is a significant source of information for capturing state leaders' policies and goals, both stated and concealed [3]. "There has always been friction between our expectations of political behaviour and what the political reality will look like," he added, "and this is most obviously read in the vocabulary of politics." Language has long been recognized as having a [strategic] role in the construction of political reality."

President Joko Widodo began the plenary session of the IMF World Bank Annual Meeting in Bali in 2018 by comparing the current global situation to the HBO television series Game of Thrones. Using the Game of Thrones series as an example, the current relationship between industrialized countries can be compared to the

Game of Thrones series. This entails being aware of emerging developments that pose a threat to the economy.

To deal with worldwide crisis issues, a country is required to advertise its identity in order to demonstrate its existence and shape the international community's image of it. The identity's appearance essentially symbolizes the principles of a global system that is blended with good aspects.

One of the concrete forms is through international speeches delivered in front of leaders of other countries in international forums with the goal of enhancing a country's image on developing issues in order to shape public opinion in the international community and change public perceptions of that country.

In order for a country's public diplomacy efforts to succeed, it can't only focus on one aspect of distributing the message it wishes to send. In public diplomacy operations, these three dimensions have various personalities, with the main character being a character from the news management dimension, the second character being a strategic communications dimension,

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and the third character being a relationship building dimension.

In this regard, the Indonesian government wishes to conduct problem management in order to project a favourable image in the international community during the summit. An issue management strategy is used in conjunction with a political speech strategy. The speech tries to improve the country's image on developing issues in order to influence worldwide public opinion and change public perceptions of the country. The goal of this research is to see how the framing of Jokowi's political speech relates to the management of what topics are beneficial for image development.

In fact, the message of communication is highly dependent on someone's perspective. As a result, this study employs a qualitative descriptive methodology based on Van Dijk's Critical Discourse, a paradigm that considers language's relationship to power, ideology, and politics. As a data collecting approach, the observation method is used. Given the foregoing context, it is worthwhile to investigate the interpretation of the speech as well as the government's goals expressed in Jokowi era.

Text is a communicative event that must meet several conditions, namely cohesion, coherence, intentionality, acceptability, informativity, citationality, intertextuality. External variables play a key part in discourse analysis, and a text (i.e., cohesion and coherence phenomena) is viewed as expressions and results of the conjunction of specific components [4]. Speech is a strategy for effectively employing words or language, implying ability or expertise in selecting words that have an impact on the communicant.

### 1.1. Discourse Analysis

The overall concept that language is arranged according to diverse patterns followed by speech is the most common use of the word discourse. many social situations, such as the domains of "medical discourse" and "political discourse," for example. As a result, "discourse analysis" is a study of these patterns [5].

According to van Dijk, discourse is viewed as text and context, as well as evidence that must be empirically explained. Van Dijk emphasizes a crucial issue, namely, that language should be regarded as action [6].

### 1.2. Discourse and Ideology

It is not inherent in the text; someone reading a news story does not discover meaning in the text; rather, what he finds and confronts directly is the message in the text; meaning is created via an active and dynamic process involving both the maker and the listener, reader [7].

Written discourse is a type of written communication including authors and readers, whereas oral discourse is a type of spoken communication involving speakers and interlocutors. Speakers' (speakers'/writers') actions are productive, expressive, and creative, whereas interlocutors' (listeners'/readers') activities are receptive [8].

### 1.3. Reality construction

Political events are always a good source of coverage material for the media. This occurs because politics, namely the mass media, is in the period of mediation (politics in the age of mediation). In reality, political players are always attempting to gain the attention of journalists in order for their political actions to be covered by the media [9].

In the context of public opinion formation, the media often performs three tasks at once. The first method is to make use of political symbols (language of politics). The second step is to have a message packaging strategy in place (framing strategies). Third, carry out the media agenda's purpose (agenda setting function). Internal factors such as certain editorial policies regarding a political force, the political interests of media managers, media relations with certain political forces, and external factors such as market pressures for readers or viewers, the prevailing political system may all influence how a media performs these three actions, as well as other extrinsic factors [9].

The phrase qualitative research is surrounded by a tangle of notions and assumptions. This group comprises traditions linked to positivism, post-structuralism, and diverse orientations or perspectives [10].

## 2. METHOD

The analytical theory is carried out in two ways: the first uses the Teun A. van Dijk model's technique of critical discourse analysis, and the second uses the method of Issue and Crisis Management Analysis.

The critical discourse analysis technique of Teun A. van Dijk. His study focuses on discourse analysis to expose the ideology and framing of Jokowi's political speeches, which are linked to the Crisis and Topics Management Analysis approach for determining whether issues are ideal for image construction. The data for this study was derived from the full text of President Joko Widodo's address at the IMF World Bank Annual Meeting in Bali on October 12, 2018, in which he linked current world conditions to the HBO series Game of Thrones. This study focuses on the meaning and representation of the speech since it is qualitative.

### 3. RESULT AND DISCUSSION

#### 3.1. Critical discourse analysis of political speeches delivered by Jokowi Using the Teun A. Van Dijk Critical Discourse Analysis Method

Jokowi's linguistic frame strategy in instilling ideology and building an image by utilizing aspects in the text of a speech delivered by Jokowi at the opening plenary meeting of the IMF World Bank Annual Meeting in Bali on October 12, 2018 by linking current global conditions to the television series Game of Thrones (Table 1).

Table 1 Jokowi's speech

| Structure         | Analysis  |
|-------------------|---|
| <b>A. Text</b>    |   |
| 1. Macro          | President Jokowi expressed Indonesia's position in expressing worry over the current state of the world, which is not unified in efforts to enhance humanity and the welfare of the international community, in a political speech delivered at the IMF and World Bank conference in Bali. President Joko Widodo used the address to underline that the Indonesian government wishes to ask the entire world to join in an endeavor to construct a more compassionate world civilization, as well as to remind the world's governments to unify in the face of the global economic crisis.  |
| 2. Superstructure | The researcher separates the examination of the speech superstructure based on its schematic, which is separated into three sections: opening, content, and closure, with each portion describing the topic.  |
|                   | <p><b>4 Opening</b></p> <p>"Selamat datang di Bali, Selamat datang di Indonesia, Dan selamat datang di ASEAN....."<br/>                 "Assalamu'alaikum warahmatullahi wabarakatuh, Om swastiastu, Namu Buddhaya, Salam kebajikan....."<br/>                 "Pertama-tama, atas nama masyarakat Indonesia, saya menyampaikan terima kasih atas perhatian, atas dukungan, dan atas bantuan dari Bapak, Ibu, Saudara-saudara kita dari berbagai penjuru dunia untuk masyarakat di Nusa Tenggara Barat dan di Sulawesi Tengah....."</p> <p>The three sentence structures conveyed by President Jokowi above are parts that want to portray that the Indonesian nation is a part of the global community, which has various ethnic differences but also has unity and solidarity, as well as a sense of gratitude for all state activities and interactions in the international community. President Joko Widodo also wishes to underline that Indonesia's stance in the eyes of the world is still oriented toward a free and active political posture, based on the findings of the interpretation.</p> <p><b>Contents</b></p> <p>There were crucial ideas delivered in President Joko Widodo's political remarks at the IMF and World Bank forums, as quoted in his speech:</p> <ol style="list-style-type: none"> <li>"Sejujuh tahun yang lalu, kita mengalami Krisis Finansial Global...."</li> <li>"...kami menyampaikan selamat atas kesuksesan saudara-saudara dalam mengatasi Krisis Finansial Global tahun 2008..."</li> <li>"...kita tetap harus waspada terhadap meningkatnya risiko dan kesiap-siagaan kita dalam mengalami ketidakpastian global.."</li> <li>"... Perang Dagang semakin marak dan inovasi teknologi mengakibatkan banyak industri terguncang.."</li> <li>"...Dengan banyaknya masalah perekonomian dunia, sudah cukup bagi kita untuk mengatakan bahwa: Winter is Coming.."</li> <li>"...Namun akhir-akhir ini, hubungan antar negara-negara ekonomi maju semakin lama semakin terlihat seperti "Game of Thrones". Balance of power dan aliansi antar negara-negara ekonomi maju sepertinya tengah mengalami keretakan..."</li> </ol> |

According to the interpretation of President Joko Widodo's speech, a global economic crisis has hit the world in the last decade, beginning with the bankruptcy of the insurance, housing, and bad credit businesses in the United States, which resulted in financial crises



| Structure                  | Analysis   |
|----------------------------|--|
|                            | <p>in countries all over the world, particularly in third and developing countries. With the help of the International Monetary Fund (IMF) and the World Bank, nations in crisis were able to emerge from their crises over time.</p> <p>President Jokowi, on the other hand, continues to underline that the international community must be watchful in light of the current growth of information technology in the context of the fourth industrial revolution. The result of this dynamic is that today's world governments must get together to form a common agreement in order to establish a favourable trade environment. Today's circumstances, according to President Jokowi, are not like that. Today, huge nations with access to technology and information behave arbitrarily without providing or paying heed to the surrounding environment; big countries like America, China, and Russia are players in the IT-based trade competition. If this is permitted, a third book of the Cold War will be released.</p> <p><b>Closing</b><br/>                     The last line of President Joko Widodo's series of remarks stressed the importance of Indonesia's stance in being asked to jointly create a world accord that would be produced at the forum.<br/> <i>"Saya harap Pertemuan Tahunan kali ini berlangsung produktif. Saya harap Anda semua mampu menyerap tenaga dan memetik inspirasi indahya alam Bali dan Indonesia. Untuk menghasilkan kejernihan hati dan pikiran dalam memperbaiki kondisi finansial global untuk kebaikan bersama."</i></p> <p>The phrase "Bali and Indonesia" highlights the importance of Indonesia's participation and gives support for all of the outcomes that will be chosen.</p> |
| 3. Micro                   | <p>The linguistic style of President Joko Widodo's address presented at the IMF and World Bank meetings uses figure of speech. The term "metaphor" refers to a fable. President Joko Widodo used parables or figures of speech in his political address. The terms chosen are items or current phenomena that are currently popular across the world, one of which being Game of Thrones.</p> <p>Deliberative rhetoric is a linguistic style that promotes optimism, whereas liberative rhetoric is the sort of rhetoric utilized. The aim is, of course, for the summit to create one positive outcome, which is, of course, beneficial to the Indonesian country as the host.</p>  |
| <b>B. Social cognition</b> | <p>Much is impacted by the Ministry of State Secretary, according to the results of a literature research gathered while President Joko Widodo was making a speech.</p>  |
| <b>C. Social Context</b>   | <p>The process of delivering a speech by President Joko Widodo occurred in the following contexts:</p> <ol style="list-style-type: none"> <li>a. IMF and World Bank international meeting forum</li> <li>b. Global crisis problems that occur in the world</li> </ol>  |

**3.2. Analysis of crisis and conflict issue management**

Issue management is a proactive approach to dealing with external and internal issues, trends, and potentials that have a positive or negative influence on issues and may be used to improve a company's reputation. Monitoring, recognizing, analysing, formulating strategic policies at the management level, applying policies as a proactive measure to anticipate challenges,

and assessing the impact of policies are all used to support the continuation of firm operations [11].

After conducting a critical discourse analysis study of President Joko Widodo's speech at the IMF and World Bank international forums in Bali on Friday, October 10, 2018, the Indonesian government conducted an analysis of the management of conflict crisis issues in dealing with the international forum (Table 2). for the sake of his government's reputation and image, via the subject of President Joko Widodo's address

**Table 2** Analysis of crisis and conflict issue management

| Stages                      | Description  | Interpretation   |
|-----------------------------|--|--|
| 1. Identification of issues | <p><i>Quote:</i></p> <ol style="list-style-type: none"> <li>1. <i>"Sepuluh tahun yang lalu, kita mengalami Krisis Finansial Global...."</i></li> </ol> | <p>In the framework of the speech, it was discovered that three fundamental concerns arose, including:</p> <ol style="list-style-type: none"> <li>1. The subject of global crisis</li> </ol> |

| Stages   | Description  | Interpretation   |
|--|--|--|
|  | <p>2. "... Perang Dagang semakin marak dan inovasi teknologi mengakibatkan banyak industri terguncang."</p> <p>3. "...Namun akhir-akhir ini, hubungan antar negara-negara ekonomi maju semakin lama semakin terlihat seperti "Game of Thrones". Balance of power dan aliansi antar negara-negara ekonomi maju sepertinya tengah mengalami keretakan..."</p>  | <p>2. The issue of trade war in the industrial revolution period.</p> <p>3. Trade wars affecting wealthy countries</p> |
| <p>2. Issue analysis</p>                               | <p>Ketidak stabilan ekonomi global juga memiliki pengaruh di Indonesia. Rupiah yang cenderung mengalami pelemahan dan Indeks Harga Saham Gabungan yang bergerak lambat serta tingkat inflasi yang tinggi menjadi konsentrasi serius yang sedang digarap oleh pemerintah Indonesia. Sebab jika hal tersebut tidak segera terselesaikan maka Indonesia akan mengalami krisis ekonomi. Tentunya pemerintah tidak menginginkan hal tersebut terjadi. Pertarungan yang dilakukan oleh negara negara maju hari ini sangat berdampak pada posisi negara-negara berkembang dan dunia ketiga. Maka dibutuhkan kesepkatan-kesepatan international untuk mengatur perang dagang tersebut, supaya posisi negara-negara lain juga terlindungi dari pertarungan pasar bebas yang hari ini begitu liberal.</p>  |  |
| <p>3. Strategy for Formulation of Issue Management</p> | <p>Of the issues raised in his speech, President Jokowi said:</p> <p>Quotes:</p> <p>a. "...Globalisasi dan keterbukaan ekonomi internasional ini telah memberikan banyak sekali keuntungan baik bagi negara maju maupun negara berkembang. Berkat kepedulian dan bantuan negara ekonomi maju, kami negara-negara berkembang mampu memberikan kontribusi besar bagi pertumbuhan ekonomi dunia..."</p> <p>b. "...Lemahnya kerja sama dan koordinasi telah menyebabkan terjadinya banyak masalah..."</p> <p>c. "...Dengan adanya kekhawatiran ancaman Evil Winter tersebut, akhirnya mereka sadar: tidak penting siapa yang duduki di "Iron Throne". yang penting adalah kekuatan Bersama untuk mengalahkan Evil Winter agar bencana global tidak terjadi..."</p> <p>Jokowi attempts to formulate the following conclusions based on the results of the interpretation carried out in dealing with these issues in the President's speech:</p> <p>a. Developed countries must care about developing or third-world countries;</p> <p>b. It takes cooperation and effective communication between all countries in the world; and</p> <p>c. All countries in the world must be united in making trade agreement rules.</p> |  |
| <p>4. Programming Actions on Issues</p>                | <p>The IMF and the Global Bank establish strategic strategies for world countries based on the concerns that have been highlighted.</p>  |  |
| <p>5. Evaluation of Results</p>                        | <p>The following are the outcomes of the IMF and World Bank meetings in Bali, based on a literature review undertaken by Indonesian researchers:</p> <p>a. First and foremost, disaster relief. Several financial firms gave grants and loans to help with disaster relief in Central Sulawesi and Lombok, as well as NTB and other places impacted.</p> <p>b. Second, infrastructure investment. During the annual session, the government presented investors with 80 projects from 21 SOEs totalling USD 42 billion (about Rp 630 trillion). There were 19 projects totalling USD 13.5 billion (Rp. 202 trillion) that were agreed upon.</p> <p>c. Third, increasing Indonesia's human capital index through developing human resources (human resources). Alibaba, one of China's top internet giants, will support Indonesian human resource development through its 1,000 digital entrepreneur initiatives.</p>  |  |

| Stages | Description  | Interpretation |
|--------|--|----------------|
|        | d. Fourth, there's the health-care industry. The Gates Foundation, for example, is assisting PT Bio Farma (Persero) in vaccine development research. "As a result, vaccinations are not solely developed by monopolistic Western countries. Indonesia and India are projected to be able to meet the demand. So, perhaps, they will be able to compete on a global scale "He went on to clarify.   |                |
|        | e. Fifth, the use of technology to generate 12 financial technology (fintech) business principles that will be assessed by the government as a foundation for policymaking. Alibaba has agreed to assist Indonesia advertise items including instant noodles, swallow nest products, and coffee on its platform as part of the arrangement. Climate change was also discussed during this gathering "We all see the potential for job creation; if we are serious, we can create 7 million jobs. However, if we do nothing, the potential harm may be USD 230 billion, according to experts "he stated |                |
|        | f. "We all see the potential for job creation; if we are serious, we can create 7 million jobs. However, if we do nothing, the potential harm may be USD 230 billion, according to experts "he stated  |                |
|        | g. Seventh, to boost foreign exchange reserves, Bank Indonesia (BI) and the Singapore central bank collaborated on swaps and repos for USD 10 billion. "This is to confront Game of Thrones, which is not simple," BI Senior Deputy Governor Mirza Adityaswara stated.   |                |
|        | h. Finally, alternative sharia-based financial products, such as green sukuk, are being introduced.  |                |

### 3.3. The theoretical interpretation of critical discourse analysis studies in the management of crisis and conflict issues of President Jokowi's speech

Van Dijk's theory of discourse in [12] can be described in Figure 1. Van Dijk defines discourse as having three dimensions: text, cognition, and context. The research in the text dimension focuses on how the text's structure and discourse strategy are employed to promote a specific subject. The goals pursued by the Indonesian government are wrapped in the notion of a very fine speech in President Joko Widodo's address at

the International IMF and World Bank meetings. To generate a good and remarkable speech text, the dimensions of the relevance of context are wrapped and structured in distinct cognition.

Meanwhile, at the management level of crisis and conflict issue management, the grouping of issues is framed in the selection of neatly arranged sentences, the selection of these sentences is carried out with the concept of a speech scheme with a scheme of affirmations using metaphorical figures of speech and liberative rhetoric, so that the issues conveyed by President Joko Widodo are perceived to be a common issue.

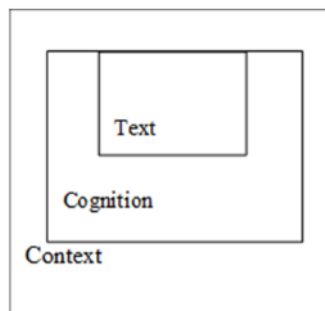


Figure 1 Van Dijk's theory of discourse.

## 4. CONCLUSION

The following are the findings of a research performed through President Joko Widodo's speech on the Indonesian government's interests in international global bank and IMF forum meetings.

In terms of macro, micro, cognitive analysis, and the setting of President Joko Widodo's address at the International Forum meeting, it appears that the speech was written with a particular focus on the Indonesian government's investment interests. In terms of management strategy, Indonesia's crisis and conflict

concerns were able to astound the Forum meeting participants, allowing for the realization of what is sought in terms of development investment in Indonesia.

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