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The Use of Cohesion of Susilo Bambang Yudhoyono's Speech in APEC Economic Leader Conference in Bali

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ABSTRACT

Cohesion in discourse is important to know the coherence of discourse. In this study, intends to analyze the types of cohesive devices and the function of cohesive devices used in Susilo Bambang Yudhoyono's speech. The research design in this study is descriptive qualitative. The object of the research are transcription of Susilo Bambang Yudhoyono's speech. Researcher investigator is the primary instruments for gathering and analyzing data. There are four main steps to analyzing the data; identifying the sentences, classifying the cohesion of the speech into Halliday and Hassan's theory, explaining the data and concluding the data. There are three types of cohesion used in the speech. The result of this research is he mostly used in the speech is reference. The majority used is personal reference. It shows that the speaker wants to make cooperate with the listener or audiences of the conference. Furthermore The mostly used in the speech is subject.

Keyword: *Cohesion, Susilo Bambang Yudhoyono's speech, APEC conference*

INTRODUCTION (Calibri 12 bold uppercase)

Human used language to communicate each other. Language is important to share ideas. There are two kinds of language used in our habitual communication. They are spoken language and written language. If someone has a good language skill, he or she will be easier developing his or her talent, and one of talent is speech. The important aspect of a text, whether speech text or not is cohesion. It plays a great role in the creation of a text because it can provide continuity that exists between one part of a text and another. The used of studying cohesion, especially cohesive devices (grammatical and lexical) are to create a good and systematic text, and to make easily understand what information is delivered in it. It can also reduce confusion in understanding the texts. So in this case, when someone can used cohesion devices correctly, it means that he or she can make a good text and systematically.

Cohesion belongs to discourse analysis text which link one word to another word to interpret the meaning of the text; one ties another to sum up the discourse within the

text. A research from (Nurjannah 2013) on her thesis Gramatical and lexical cohesion in speech. The writer found some kinds of cohesive devices: reference 56,9%, conjunction 24,6%, reiteration 18,5%, collocation 6%. It can concluded that the most dominant cohesive devices used in the article of Barack Obama's speech is reference. The cohesions in the second inagural speech of barack obama is used to established the coherence of the text in order to make the reader understanding the text easily. This research above showed that the same research have done before but the researcher just focus on Cohesion in Susilo Bambang Yudhoyono's speech.

This research based on the argument that cohesion is most important criterion of textuality. Because cohesion can different between text or non-text. Cohesion distinguishes texts from non-texts and makes the reader or listener to establish relevance between what was said, is being said, and will be said through the appropriate use of the necessary cohesion devices. A person can connection sentence to another to paragraph unity, it shows that he or she has a good speaking ability. One of kinds speaking ability is speech. Almost people when will have speech, they will prepare the text based on their topic. A good speech text not only seems on the content of the topic but also from the used cohesion correctly. Therefore speaking English ability especially when speech should be prepare a text of speech and give attention to used cohesion correctly.

The object of this research is to investigate how the use cohesion on Susilo Bambang Yudhoyono speech in APEC conference in Bali. Besides that, the aim of research also analyzes the used cohesion in his speech into five forms such as subject, object, verb, compliment and adverbial. In other words, the objectives of this research are to identify the used of his speech and analyze it. There is research which similar with this research. The research about The Use of Cohesive Devices in the Speech of Speaking IV Students of English Education Study Program of the Academic Year of 2014/2015 by Devi Ratnasari. The results of this research showed that the most frequently cohesions appeared in the speech are conjunction, reference, and lexical reiteration. Meanwhile the occurrences of ellipsis, substitution, and lexical collocation were the least.

LITERATURE REVIEW

The remaining standards of textuality are user-centered, concerning the activity of textual communication by producers and receivers of text. There are seven criteria are given for textuality. They are coherence, cohesion, intentionality, acceptable, informatively, situationality, and intertextuality. It called constitutive principles, in that they define and create textual communication as well as set the rules for communicating. Nevertheless, this research conducted one of the criteria of constitutive principles, it is cohesion.

Cohesion is one of the two qualities that give a written or spoken text unity and purpose, the other being coherence. Coherence is a concept which is still not fully understood for its complexity. Then, to make a coherence text, it is important to use

cohesion as connection each other sentence or paragraph in a text. Text can be written or spoken text which is form unified whole. So when a text content cohesion device correctly, it means the coherence text. On other words, The better text create the word coherence, the better text will gain the best writing proficiency. So a good composition since it goes in a fluent way as we can see the connector transition

Coherence paragraph of speech's text consists of some good paragraph unity. There are some aspects to make a good paragraph unity such as grammatically, vocabulary, cohesion device and so on. One of aspect to make a good paragraph unity in a text is cohesion. There are many theories of cohesion, and this research used (Ruquaiya 1976) theory. They said that cohesion occurs when the interpretation of some elements in the discourse dependent on that of another. Michael Halliday and Ruquaiya Hasan also devided five types of cohesion such as Subtitution, ellipsis, reference, conjunction and lexical cohesion.

In the term, Speech is communicating in public place so to make the audiences understand easily, the speaker should use cohesion devices. According to (Rankema 1993) says that cohesion is the connection which results when the interpretation of textual element is dependent on another element in the text. Besides that, (Yule and 1983)also said that there are three broad types of cohesion such as reference, ellipsis and substitution, and conjunction. So to make a text of speech contents the types of cohesion devices.

There are previous studies that have been done concerning the cohesion that are presented in this current study. A study by (Singchai and J aturapitakkul 2016). This investigation looks at what cohesive devices are utilized in students' account papers and which strong device is most as often as possible utilized in each sort among three gatherings of students. Second, it is a study by (Ali and Kalajahi 2015). The point of their study was to discover the connection between utilization of talk connectors and attachment of writing in the composing tests of Malaysian school understudies. And finally, the last prior study mentioned in this research is a study by (Gholami and Alizadeh 2017). This examination planned to differentiate the recurrence and thickness of the utilization of various sorts of lexical union in presentation part of local English and Iranian connected phonetic research articles. In brief, cohesion devices used not only on writing of students' paper but also on text of speech.

METHOD

This research used qualitative research using descriptive method. According to Strauss and Corbin Qualitative research is the study that produces analytical procedures that do not use statistical analysis or other (Strauss and Corbin 2009). The data are in the form of words, phrase or sentences of the transcription of video on APEC conference, it means the text of the speech. This research designed is descriptive method which attempt to provide systematic. The data are described descriptively based on the types of cohesion.

It based on the objective of the research is to explain the transcription found in it. The data will analyze based on the types of cohesion. In this research used five types of cohesion based on Halliday and Hassan to analyze the data and describe the data. They are Substitution, ellipsis, reference, conjunction and lexical cohesion.

There are two kinds of data sources used to get the data. They are primary and secondary source. The primary source is the transcription of the video of APEC conference on YouTube. It contents about Susilo Bambang Yudhoyono's speech in APEC economic leader meeting. The transcription of the video as the data which will analyze into types of cohesion devices. The secondary source such books, journals, and other documents related to the research. Halliday and Hassan's classification of cohesion is used.

The main instrument of this research is the researcher herself since in qualitative research; the researcher investigator is the primary instruments for gathering and analyzing data. The researcher spends considerable time to watch the APEC conference on YouTube and transcribe it. The researcher also used some source to help her analysis such literature book and another instrument which is related to the research.

The data of this research are taken from Susilo Bambang Yudhoyono's Speech in APEC conference in Bali on October 5 to 7, 2013. This research has five steps of data collection method. Firstly, browsing a video on YouTube about Susilo Bambang Yudhoyono's Speech in APEC conference. Secondly, downloading the video. Thirdly, watching the video and transcribing. Then, identifying cohesive devices used. The last, arranging the data systematically according to Halliday and Hassan's theory of cohesion.

The data found would be analyzed using descriptive form. There are four steps to analyze the data. Firstly, identifying the sentences that have cohesive devices. Then, classifying the cohesion of the speech based on Michael Halliday and Ruquaiya Hassan's theory. Next, explaining the data on how the data are classified as cohesion in terms of substitution, ellipsis, reference, conjunction, and lexical cohesion. Finally, drawing the conclusion.

FINDING AND DISCUSSION

Findings

1. Types of Cohesive Devices used in Susilo Bambang Yudhoyono's Speech

There are three types of cohesive devices used in the speech. They are reference, conjunction and lexical cohesion. The researcher did recapitulation tables of reference on the script of Susilo Bambang Yudhoyono's speech based of Halliday and Hasan's concept. The concept was used to know the cohesive device of the text. The recapitulation can be presented in the table below;

Table 1. Table of Reference Devices

No.	Reference types	Words	Frequency
1.	Personal Reference	Our	19
		Your	2
		Me	1
		My	1
		I	19
		Us	4
		Its	2
		We	27
		It	8
		Their	2
		You	5
		They	1
		Which	3
2.	Demonstrative	The	13
		That	16
		This	9
		These	6
		Those	1
3.	Comparative	Here	2
		More	5
		Better	1
		Similar	2

The table 1 above identified frequency for type of reference, namely Personal Reference ,DemonstrativeandComparative. From the table above, the text of speech consisted of personal *reference the frequency* as much as 91 words, the frequency of Demonstrative 47 words, and Comparative 8 words.

Three personal references were found. First, Personal reference elements that occur in the text are personal pronoun as subject *me, I, us, we, you, they, it* and as object *our, your, my, its*, possessive adjective and *which* categorized as relative pronoun. Second, Demonstrative reference elements that appeared in the text are neutral demonstrative reference represented by determiner *the, this, these, that, and those* and the demonstratives adverb *here*. The last is comparative demonstrative reference. *Third*, comparative reference elements that occurred in the text are adjective comparison through *more* and *better* and adverb comparison through identity *similar*.

The next section explained the conjunction devices occurred in script of Susilo Bambang Yudhoyono's speech. The explanation would be described as follows:

Table 2. Table of Conjunction Devices

No.	Conjunction	Words	Frequency
1.	Additive	And	39
2.	Causal	Otherwise Therefore	1 2
3.	Adversative	But	3
4.	Temporal	At the same time	1

There were four types of conjunction elements, they are additive 39 word, adversative 3 words, causal 3 words, and temporal only one word. First, Additive conjunction items that occurred in the text are *and*. Second, Adversative conjunction that appeared in the text are *but*. Third, Causal Conjunction that appeared in the text are *otherwise and therefore*. Fourth, Temporal Conjunction that appeared in the text is only *at the same time*. The presupposing sentence is temporally cohesion because it stood in time relation to the presupposed sentences through the component *at the same time*.

The last section explained the lexical cohesion devices occurred in script of Susilo Bambang Yudhoyono's speech. There are two types of lexical cohesion used in the speech. They are reiteration and collocation. Firstly, the explanation of reiteration would be described as follows;

Table 3. Table of Reiteration Devices

No.	Reiteration	Words	Frequency
1	Repetition	Discussion	6
		Business	5
		Community	2
		APEC	24
		Economies	10
2	Synonymy	Problem – issues	1
		Objectives – goals	1
		Target – achievement	1
3	Antonymy	Decreased – increase	1
		External – internal	1

There were four types of reiteration elements, they are repetition, synonym, antonymy, and superordinate. The reiteration elements that found in script of the speech were only repetition, synonym, and antonymy, while superordinate was not found in the text. First, Repetition is the most common form that found in the text was repetition. The repetition items existed in the text that make it cohesive were name of place and noun repetition. Second, Synonym that occurred in the sentence was only word that has identical meaning with other word. There are three synonym words above was between *problem and issues, objectives and goals, target and achievement*. The last is antonymy that occurred in

the sentence was only that has opposite meaning with other word. They are two words used in the speech between decreased and increased, externa and internal.

The last types of lexical cohesion was collocation. Here, one of the examples of collocation that appeared in sentence; *This multilateral trading system good serve as an essential source of sustainable **economic growth** development and stability. Therefore appealed in the APEC 2013 is our primary interest to promote.* This bold word has relation because in the APEC 2013 discussed about economic growth.

In conclusion, the script of speech was cohesive, although there were some cohesion items that were invented in the concept but they did not appear in the data. The cohesion items that did not appear in the text was *substitution and Ellipsis*. Yet, the cohesiveness of the texts was still maintained with the appearance of the other cohesion devices.

2. The Use of Cohesive Devices in Susilo Bambang Yudhoyono's Speech

This research also explains the use of cohesive devices in script of the speech based on the objective of this research. The researcher was identifying the use of cohesive devices into four kinds. They are subject, object, compliment and adverbial. The words that categorized as subject are *I, you, we, they, me, it, my, its, this, and that*. Next, the object words are *me, us, those, the, that, here, and, better*. Then, the words that categorized as compliment are *more, and similar*. The last is adverbial words are *at the same time, but, otherwise, therefore, our, your, their*.

It can conclude that there are three types that used in the script of Susilo Bambang Yudhoyono speech and five functions or uses of cohesive devices of the speech. The three types are references, conjunction and lexical cohesion. Then, four functions are as subject, object, compliment, and adverbial.

DISCUSSION

First, based on the data analysis of cohesion above, it assumed that the script of speech used cohesion devices, except substitution and ellipsis. When the text of speech or the script wrote a text cohesively, the text would be easy to understand to the listener because the elements in text were linked. Therefore, cohesion provided strong evidence that contributed to readable writing. But, the fact showed that the sentences in the text should not be connected by the existence of all cohesion devices. It can be seen that collocation found in very little quantity, while there was no substitution and ellipsis found in the script of speech.

Second, based on the result, the majority type used in the speech is reference. In term, there are three types of reference namely, personal reference, demonstrative reference and comparative reference. And the highest frequency of types of conjunction is additive conjunction. The last the highest frequency of types of lexical cohesion is repetition. Based on the analysis of the text of Susilo Bambang Yudhoyono's speech there were several words and clauses of the type of personal references that were repeated like "I", and "We". The repetition was carried out by Susilo Bambang Yudhoyono to emphasize the main actor from the contents of his speech. "I" is a representation of Susilo Bambang Yudhoyono as President and Deputy of the Indonesian Government. "We" can be interpreted as a member of APEC conference and people of Indonesia who want developed countries in economic.

There are three example sentences of personal reference, additive conjunction and repetition. In term personal reference, the majority used in the speech is "we". This showed that the speaker wants to make cooperate with the audiences of the APEC conference. Here, one of example sentence in the speech, *We also witnessed a mix development recovery among developed countries including in Europe and North America is showing a promising game.* Then, the majority type used additive conjunction, the word is "and". This showed that cooperation and partnership have relation. Here, one of example sentence in the speech, *Effect economy should enhance cooperation and partnership.* The last type of cohesion is lexical cohesion. They are two types of lexical cohesion. The highest frequency used in the speech is repetition. Here, the sentences; *In spite uneven pace of recovery in APEC region. The APEC economies continue to be driving force for global growth.* Hence, the explanation texts that analyzed in this research mostly use repeating key nouns to make the speech seem solid and permanent unit or the core of whole discussion of the speech.

This is in line with the study conducted by Ayub (2013). The aims of his research are to analyzing the students' writing in the term of the types of cohesion devices used and the problems of coherence. He indicates that cohesion and coherence have to be the emphasis in teaching writing and the English teachers have to be competent in evaluating the coherence of students' writings by applying TPA. Next is a research by Anik Sugiarti (2013), her research about grammatical cohesion errors found in the expository essay. She found that the most type of grammatical error is error of reference. The frequency is 136 items on 73, 51%, the second grade is error of conjunction for about 49 items or 26, 48%.

From those the result, we can see that the writers create a text of speech with a clear purpose that is be easy for the listener to understand, and good enough understanding toward building cohesion within the text of speech. It shows from use or function of cohesive device in the text of speech located in subject, object, compliment, and adverbial correctly. Although there is no use or function a verb, the text of speech used cohesion device necessary and correctly.

The discussion above can be concluded that good composition since it goes in a fluently way as we can see the connector, presented a temporal usage of the cohesive device. Briefly speaking, especially in speech, the other expert implies that grammatical knowledge profoundly has impacts on the idea organization, as well as with the cohesive device usage. This proposition is also supported by Hinkle (2008). That most nonnative speaker has problems with cohesion because they could not maximize the use of grammatical and lexical function in the target language.

CONCLUSION

The words are selected carefully to use in the speech in order to persuade the listener or audience towards their message. The selection of words, sentences and expressions are very important to be analyzing in order to identify cohesion devices in the speech. Based on the result and discussion, cohesive devices were found in the text of Susilo Bambang Yudhoyono's speech. There are three types of cohesion used in the speech. They are reference, conjunction and lexical cohesion. The most used in the speech is reference. There are also three kinds of reference. They are personal reference, demonstrative reference and comparative reference. The majority used is personal reference. Furthermore of used, there are four types used cohesive devices in the speech, such as subject, object, compliment and adverbial. The mostly used in the speech is subject. The frequency of the issue is seventeen words in the sentences of Susilo Bambang Yudhoyono's speech.

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