

Modality in The Grand Campaign Speech of Presidential Candidates of Indonesia 2024

Triumph Sihombing¹, Amrin Saragih², Anni Holila Pulungan³

^{1,2,3} Universitas Negeri Medan, Provinsi Sumatera Utara, Indonesia

Email: sihombingtriumph@gmail.com, amrin_saragih@yahoo.com, annihilapulungan@gmail.com

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Abstract- This research deal with types of modality used in the Speech Texts of the Presidential Campaign of the 2024 Indonesian General Elections. The objectives of this research were to analyze and categorize the modality used in the grand campaign speech texts of presidential candidates of the 2024 and to elucidate the realizations of the types of modality whether Modalization or Modulation used in the grand campaign speech texts of presidential candidates of the 2024. The researcher had observed and looked at the speeches of the three candidates of the 2024 presidential election from KOMPASTV news in YouTube, wrote the transcripts of the speeches of the three candidates and identified the modality in the speech. Based on Halliday's theory about Modality, it could be found in the sentence or clause. It was found that the modulation of obligation at medium levels of modality was the most used in the grand campaign. It was the most dominant feature found among the three candidates, Prabowo Subianto, Anies Baswedan and followed by Ganjar Pranowo. It meant the candidates convinced the voter that the candidates had obligation before the voters' futures as they used modulation of obligation type in their grand campaign speech.

Keywords: Modality, Modalization, Modulation, Campaign Speeches

I. INTRODUCTION

Indonesia is one of the countries ruled by the president. According to the 1945 Constitution of the Republic of Indonesia chapter 7, "The President and Vice President hold the position for five years, after which they can be re-elected in the same position, only for one term." In 2024, the president term will be end and should be re-elected to rule this country, Indonesia. One of the social activities that people who fight for the right to establish, defend, or oppose power engage in in a country is politics (Van, 2018). Furthermore, politics may be understood as an institution, a cooperative activity, and a means of resolving conflicts of interest pertaining to money, liberty, and other social issues (Chilton, 2004:3).

In contemporary society, political discourse

manifests in both written and spoken forms. Hamdanur (2019) posited in his thesis that language is not distinct from the ideas it conveys; rather, the manner in which language is utilized significantly influences the formation of those ideas. Political campaigns, especially presidential ones, substantially depend on the power of rhetoric to sway public opinion, garner support, and ultimately secure electoral victories. The language employed in campaign speeches is a pivotal instrument for candidates to articulate their messages, build credibility, and distinguish themselves from their adversaries. A key aspect of this linguistic strategy involves modality, which encompasses the use of modal verbs (e.g., can, could, will, would, should) and other linguistic features that express necessity,

possibility, permission, and obligation.

Modality enabled candidates to articulate their policies and positions by either conveying certainty and assurance or demonstrating openness and flexibility. For instance, assertive modal verbs such as “will” and “shall” communicated determination and commitment, while more tentative modal verbs like “might” and “could” implied potential and hesitancy. Through the strategic use of modality, candidates adeptly navigated intricate political landscapes, addressed a variety of audiences, and portrayed themselves either as resolute leaders or adaptable problem-solvers. Political discourse and dialogue were employed by politicians to clarify their beliefs, objectives, and perspectives. Via their political rhetoric, candidates aimed to persuade voters to endorse their viewpoints. The presidential election was a significant agenda item for democratic parties within our democratic nation. To establish their opinions and views on the topics at hand, the presidential contenders engaged in extensive campaigning.

Chong and Druckman (2021) further elucidated that framing involves the presentation of information and arguments in a manner that emphasizes particular elements over others. The concept of modality is integrated into this process through varied verbal forms, including “must,” “should,” “could,” and “might,” which serve to either convey certainty or suggest potentialities. For instance, a statement like “We must reduce taxes” (indicative of high modality) contrasts with “We could reduce taxes” (indicative of low modality). Statements characterized by high modality are perceived as more authoritative and are consequently more persuasive to voters who seek decisive leadership. Hence, the objective of the study was to examine how presidential candidates employed modality in their grand campaign to sway and convince voters to support the Democratic Party.

Here, based on Halliday (2014), there are two types of modality in linguistics. Those are modalization and modulation along with references that provide further detail:

MODALIZATION			
	Statement/ Question	is	Statement/ Question
	PROBABILITY		USUALITY
High	Certain	must be	always
Medium	Probable	will be	usually

Low	Possible	may be	sometimes
	MODULATION		
	do		
	OBLIGATION		INCLINATION
High	required	must do	determined
Medium	supposed	will do	keen
Low	allowed	may do	willing

The significance of language in political discourse cannot be overstated, as it functions as a medium through which leaders convey their personalities, ideologies, and objectives to the populace. According to Brown and Levinson (1987), the employment of language modalities, notably modal verbs such as “can,” “could,” “may,” “might,” and “should,” is indicative of speakers’ alignment with social conventions and politeness strategies. By employing softer modalities (e.g., “could you”), speakers mitigate the imposition and uphold the listener’s autonomy, thereby enhancing the efficacy and persuasiveness of their communication.

This study examined the utilization of modality in the grand campaign discourse of Indonesian Presidential candidates. This investigation distinguished itself from previous studies by specifically focusing on modality as a means of articulating the candidates’ ideas and programs within the campaign texts for the 2024 election. The initial data for this research such as: The preliminary data of this research is:

*We **must** make choices for our future and the future of our children, and the future of our grandchildren.*

(<https://www.youtube.com/@kompastv>)

The preceding text employed the modal auxiliary “must” within the high-degree Obligation category of the Modulation type. Evidently, Prabowo Subianto utilized the modal auxiliary verb “must,” a term customarily deployed to denote an action that was mandated as an obligation.

According to the preliminary data presented above, it had been determined that the obligation category of the Modulation type at a high degree was evident. This categorization suggested that individuals were compelled to make decisions concerning their own futures, as well as those of their children and grandchildren. This was demonstrated by the use of the word “must” within the framework of Modulation Modality.

Modality, according to Halliday (1994: 88), is defined as the degrees that lie halfway between the positive and negative poles. Furthermore, he states that modality is the region of meaning that falls in between yes and no, or the middle ground between positive and negative polarity (1994: 356).

Based on Halliday (2014: 691), the degree of value of modality can be ranged into three:

- a. High: The action closest to yes poles (positive polar) and most possible to happen.
- b. Median: The action occurs between high and low level or in the median of the polarity.
- c. Low: The action is closest to no poles (negative polar) and most possible not to happen.

Modality in English can be realized in various linguistic units as follows (Halliday, 1994):

1. Modals

Modals refer to the expression of a speaker's attitudes, judgments, or degrees of certainty towards a proposition. It's about how speakers convey their commitment to the truth or value of what they're saying.

2. BE ^ Adjective

The interpersonal meaning focuses on the relationships and interaction between the speakers and listeners or writers and readers. It looks at how language is used to establish and negotiate social roles, attitudes, and stances.

3. "Be ^ V-en"

In Halliday's theory of functional grammar, "interpersonal meaning" focuses on the way language is used to interact with others, establish relationships, and express attitudes.

4. Adverb

Adverb in the interpersonal metaphor help to express attitudes, judgments, and interactions between speakers and listeners. They modify verbs, adjectives, or even other adverbs to provide nuances in meaning that help convey how speakers feel about what they're saying and how they engage with their listeners.

5. Be ^ Noun

Language serves three main functions: the ideational, the interpersonal, and the textual. When focusing on the interpersonal metaphor, it is to concern with how language is used to establish and maintain social relationships.

The 2024 presidential election in Indonesia served as a pertinent case study for examining the use of modality. Given the evolving political landscape and the diversification of media

channels, it was hypothesized that the strategies employed by candidates to utilize modality in positioning themselves relative to their audiences, opponents, and allies had also undergone transformation. Politicians often leveraged modality to enhance clarity of meaning; therefore, this study identified modality as a critical tool within the grand campaign speeches of 2024 presidential candidates to express ideas and influence voters. This research aimed to investigate the application of modality in such speeches, within the context of an election cycle that was characterized by significant political polarization and social change, factors that presumably influenced the candidates' strategic use of modality.

The aim of this study was to see how the modalities were used in the presidential candidates' grand campaign speech texts of the 2024 general election. So, it was to elucidate the realizations of the modality used in the grand campaign speech texts of presidential candidates of the 2024.

II. METHODS

This study applied descriptive qualitative design to use the natural setting of the discourse as the direct source of data. This qualitative research meant to find out how a theory worked in different phenomena. So, this study would find out the modality used in the speech of presidential candidate of the 2024.

According to Bodgan and Biklen (1992), qualitative research is conducted using the natural setting as the direct source of data and the researcher as the key instrument. Because the researcher serves as the focal point for those interested in learning about the research problems themselves. The researcher will observe and became a passive participant in this research by gathering accurate data. In this study, the researcher will collect data using a video recorder and a tape recorder to make the process more systematic, effective, and convenient.

The data were presidential campaign's speech texts of 2024 consists of modality in the texts of presidential election in Indonesia. The researcher analyzed the data of modality in presidential candidates of 2024 election. It means as an important linguistic resource in SFL, modality is to adjust the negotiability and arguability of an utterance.

The data collected from the grand campaign speeches of the 2024 presidential candidates of Anies Rasyid Baswedan, Prabowo Subianto, and

Ganjar Pranowo from YouTube videos by KOMPASTV. The duration of the video will take 14 minutes to 38 minutes for each candidate. This research consisted the modality of presidential election 2024 in YouTube videos.

Bowen (2009) stated that documents that may be used for systematic evaluation as part of a study take a variety of forms. They include advertisements; agendas, attendance registers, and minutes of meetings; manuals; background papers; books and brochures; diaries and journals; event programs (i.e., printed outlines); letters and memoranda; maps and charts; newspapers (clippings/articles); press releases; program proposals, application forms, and summaries; radio and television program scripts; organizational or institutional reports; survey data; and various public records also furnish documentary material for research purposes. This research will collect the data as Duranti (1997) said, that the researcher must go into communities to observe, record and analyze language in its natural setting. It can involve participant observation, interviews and recording spontaneous speech.

Data collecting process followed the procedures as:

1. The researcher observed and look at the speeches of the three candidates of the 2024 presidential election from KOMPASTV news in YouTube.
2. The researcher got and wrote the transcripts with multiple transcribers of the speeches of the three candidates of the 2024 presidential election from KOMPASTV news videos in YouTube.
3. The researcher identified the modality of the speeches of the three candidates of the 2024 presidential election from KOMPASTV news videos in YouTube after translated the transcripts into English.

The researcher analyzed the modality used in the grand campaign speech texts. According to Miles, Huberman and Saldana (2014), there are three primary components to data analysis:

a. Data reduction

In qualitative analysis, data reduction refers to reducing data without significantly sacrificing information. Another crucial aspect of not losing information in qualitative analysis is not removing facts from their context. So, in this study, data reduction will use by researcher to without losing information of debates president 2024 candidates. The taken data will be only the

speech texts that contain modality inside in the grand campaign each of candidate.

b. Data display

Data display was organized, compressed, and assembled. According to Miles and Huberman (2014), there are several ways to show data, including table (Venn diagrams, causal models, etc.). The grand campaign speech texts of the presidential candidates will be displayed in the table form.

c. Drawing conclusions

The final step is to draw conclusions. Conclusions taken the shape of propositions, and once drawn, they must be proved.

In this study, the types of modality are based on the theory of Halliday. According to Halliday, there are two primary types of modality: Modalization and Modulation. To achieve a more detailed analysis, this study used Halliday's degree of modality, which categorizes modality into three levels: high, medium, and low.

Additionally, the researcher implemented a coding system specifically for identifying and categorizing the utterances of the presidential candidates within the study; AB for Anies Baswedan, PS for Prabowo Subianto, GP for Ganjar Pranowo. The findings regarding the types of modality utilized in their speeches.

III. RESULT AND DISCUSSION

Types of Modality	Frequency		
	AB	PS	GP
Modalization	1	6	5
Probability			
High			
Modalization	4	2	9
Probability			
Medium			
Modalization	4	-	2
Probability			
Low			
Modalization	3	-	8
Usuality			
High			
Modalization	-	-	-
Usuality			
Medium			
Modalization	-	-	-
Usuality			
Low			
Modulation	6	12	6
Obligation			
High			
Modulation	28	16	13
Obligation			
Medium			

Modulation Obligation Low	5	3	-
Modulation Inclination High	-	1	1
Modulation Inclination Medium	-	-	-
Modulation Inclination Low	1	-	-
Total	52	40	44

In this research, the classifications of modality are grounded in Halliday’s theoretical framework. Halliday postulates that there are two fundamental types of modality: modalization and modulation. To facilitate a more nuanced analysis, this study adopted Halliday’s degree of modality, which segments modality into three distinct levels: high, medium, and low.

Furthermore, the researcher developed a specific coding system for the identification and categorization of the presidential candidates’ utterances within the study, designating AB for Anies Baswedan, PS for Prabowo Subianto, and GP for Ganjar Pranowo. The results pertaining to the types of modality present in their speeches are illustrated in the table above.

Anies Baswedan uttered his speech used some of type of modalities 52 times. He used once High level of Modalization of Probability, High level of Modalization of Usuality 3 times, High level of Modulation of Obligation 6 times, Medium level of Modalization of Probability 4 times, Medium level of Modulation of Obligation 28 times, Low level of Modalization of Probability 4 times, Low level of Modulation of Obligation 5 and once Low level of Modulation of Inclination. It can be seen that the most used by Anies Baswedan in his grand campaign speech was Medium level of Modulation of Obligation and followed by High level of Modulation of Obligation.

Prabowo Subianto uttered his speech used some of type of modalities 40 times. He used High level of Modalization of Probability 6 times, High level of Modulation of Obligation 12 times, once High level of Modulation of Inclination, twice Medium level of Modalization of Probability, Medium level of Modulation of Obligation 16 times and Low level of Modulation of Obligation 3 times. It can be seen that the most used by Prabowo Subianto in his grand campaign speech was Medium level of Modulation of Obligation and followed by High level of

Modulation of Obligation.

Ganjar Pranowo uttered his speech used some of type of modalities 44 times. He used High level of Modalization of Probability 5 times, High level of Mosalization of Usuality 8 times, High level of Modulation of Obligation 6 times, once High level of Modulation of Inclination, Medium level of Modalization of Probability 9 times, Medium level of Modulation of Obligation 13 times and twice Low level of Modalization of Probability. It can be seen that the most used by Ganjar Pranowo in his grand campaign speech was Medium level of Modulation of Obligation and followed by Medium level of Modalization of Probability.

Realization	Frequency		
	AB	PS	GP
Modals	47	37	33
BE ^ Adjective	-	-	-
BE ^ V-en	2	1	2
Adverb	3	2	9
BE ^ Noun	-	-	-
I ^ metaphorical	-	-	-
Total	52	40	44

Realization	Percentages (%)		
	AB	PS	GP
Modals	90.38	92.50	75.00
BE ^ Adjective	-	-	-
BE ^ V-en	3.85	2.50	4.55
Adverb	5.77	5.00	20.45
BE ^ Noun	-	-	-
I ^ metaphorical	-	-	-
Total	100	100	100

Modality can be expressed through Modals, BE ^ Adjectives, BE ^ V-en, Adverb and BE ^

Noun. In this study, the realization of modality was based on Halliday's theory.

Based on the data analysis presented in the table above, it was found that the use of modality included Modals, BE \wedge V-en and Adverb.

The analysis identified that the most frequent type of modality in this study was the modulation of obligation at medium levels. Utilizing Halliday's theoretical framework, the study predominantly uncovered the Modulation of Obligation at Medium level, followed in succession by High level of Modulation of Obligation and Medium level of Modalization of Probability.

For the realization of this study, modals were the most dominant feature found among the three candidates, Prabowo Subianto, Anies Baswedan and followed by Ganjar Pranowo. Adverbs were the second most common used by Ganjar Pranowo followed by Anies Baswedan and Prabowo Subianto. While "Be \wedge V-en" was the third most frequent used by Ganjar Pranowo, followed by Anies Baswedan and Prabowo Subianto.

IV. CONCLUSION

The Systemic functional linguistics (SFL) range of modality is broad, encompassing several key modalities. There are the representative factual data taken from the speeches:

1. Probability: Expresses the likelihood of an event, as in "Ladies and gentlemen, MSMEs must be upgraded."
2. Obligation: Implies a duty or commitment, as in "We will lead Indonesia, all the people of Indonesia."
3. Usuality: Refers to the expression of frequency or regularity of events or actions, as in "The common people are always at the forefront, maintaining flexibility, maintaining tenacity, and passing through crises."
4. Inclination: Refers to a focus on how speakers express their attitudes towards the likelihood or desire for an event to happen, as in "Thanks... you have to be devoted to your mom"

From the four categories above, Obligation was used the most by the three candidates of Presidential campaign. Based on the factual data, the speakers used Obligation category was to convince he voters that each of them were obliged as what they had been talking about, to make this nation prosperous. It was Medium level of Modulation of Obligation used the most.

Grasping the intricacies of modality is indispensable for understanding interpersonal communication. It elucidates how speakers negotiate social roles, assert authority, express politeness, and convey empathy. Consequently, modalities not only aid in conveying propositional content but also contribute to the subtleties of social interaction.

So, it can be concluded modality encapsulates how speakers convey their stance towards propositions and events, incorporating elements of certainty, obligation, and frequency. It is an essential aspect of SFL, providing deep insights into the dynamics of interpersonal communication.

Modality can be applied as a tool to show probability, usuality, obligation and inclination expressions by the speakers themselves. As modality was often found in that speech texts, among the politic, equality and economic speeches it has been only broadened in the politic and equality speeches to show the obligation and probability by the speakers. So, as the society, the voters will be able to get decision to choose the candidates based of how they can promise their goal by using modality with high degree level, medium degree level and or low degree level. To the influencer, he can use high degree level of modality to convince and influence their targets to be on his side. It was based on the factual data of this study in the presidential grand campaign speeches by the three candiates.

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