

An Analysis Of Rhetoric In Newspaper Of Indonesian Election

Rudi Hartono, Musdizal, Toni Indrayadi

Abstract: this research was to analyze news primarily as a type of text or discourse. The major consideration in such an analysis was the structures of news discourse, such as the various levels or dimensions of description and the units or categories used to explicitly characterize such levels or dimensions. This analysis should answer the important question about the structural specifics of news discourse as compared to other types of discourse. The writer only focused the study in the rhetoric of discourse. Because by analyzing the rhetoric of discourse, the writer hoped to know how the presses persuaded people in the newspapers. The aims of the research were Identify topic and style of rhetoric was used in newspaper regarding the process of Election in Indonesia. The data were taken from Kompas Newspaper. The results of the research showed that The researchers just discovered eleven (10) types in style of rhetoric. They were 5 examples of metaphor, 1 examples of synecdoche, 1 examples of metonymy, 2 examples of personification, 1 examples of periphrasis, 1 example of euphemism, 1 example of litotes 3 example of anaphora, 1 example of alliteration, and 1 example of allegory. Only eleven (10) types of styles could be found in the news chosen as the data. All the content of the news could be included to each kinds of topic invention in the canons of rhetoric. In Kompas Newspaper, there were some news which still delivered by the journalist in neutral news and the news release was not take side to one of the candidate of the president.

Index Terms: Political Rhetoric, Indonesian, Election

1. INTRODUCTION

Discourse Analysis is a new, interdisciplinary field of study that has emerged from several other disciplines of the humanities and social sciences, such as linguistics, literary studies, anthropology, semiotics, sociology, psychology, politics, and speech communication. It was striking that the development of modern discourse analysis took place more or less at the same time in these respective disciplines. Whereas at first developments were more or less autonomous, the last decade has seen increasing mutual influences and integration, which has led to a more or less independent new discipline of text or discourse studies. Discourse analysis involved looking at both language form and language functions and included the study of both spoken interaction and written texts. It identified linguistic features that characterize different texts and types of talk. A discourse analysis of written texts might include a study of topic development and cohesion across the sentence, while an analysis of spoken language might focus on these aspects plus turn-taking practices, opening and closing sequences of social encounters, or narrative structure. Since one of the analyses in discourse was a written texts analysis, the writer emphasized this research to news analysis and chose newspaper as an instrument analysis. Mass media, as one of the organizer in the community dynamics, had included into the arrangement of the community's life. In one side, mass media was often called "The Fourth Estate" in the community's life. As a tool in delivering news, evaluation, or general image about many things, mass media have a role as an institution which able to form public opinion. Therefore, mass media could also develop as an emphatic group for one interest or image, which was presented in a context of more empiric life.

The existence of press, printed mass media and electronic

mass media, was urgent nowadays. The society or government to publish the political messages could use it. The role of press was more important in forming a public opinion; even press could have a function actively in order to increase the discipline of society in a nationalism life. The main feature of this research was to analyze news primarily as a type of text or discourse. The major consideration in such an analysis was the structures of news discourse, such as the various levels or dimensions of description and the units or categories used to explicitly characterize such levels or dimensions. This analysis should answer the important question about the structural specifics of news discourse as compared to other types of discourse. In this research, the writers analyzed news in political issue in Indonesia now, which was 2014 Presidential Election. As we know, in a campaign for election would show how the free printing of news provided a place where truth became known. The aim of this study was to examine the complex structure and strategies of news report and the relation to the social context. That was the reason why the writer used the discourse analysis, which focused on the context of the newspapers.

2. LITERATURE REVIEW

According to Mc.Carthy (1991) discourse analysis was concerned with the study of the relationship between language and the contexts in which it is used. Discourse analysis was not only concerned with the description and analysis of spoken interaction, but also written forms. In addition to all of verbal encounters we daily consume hundreds of written and printed words, such as: newspaper articles, letters, stories, recipes, instructions, notices, comics, billboards, leaflets pushed to make an analysis of discourse. Discourse analysis wanted to cover the study of spoken and written interaction. While Douglas (2001) gave the definition of discourse analysis, it was as the examination of language used by members of a speech community. It involved looking at both language form and language functions and included the study of both spoken interaction and written texts. It identified linguistic features that characterize different genres as well as social and cultural factors that aid in our interpretation and understanding of different texts and types of talk. A discourse analysis of written texts might include a study of topic development and cohesion

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across the sentences, while an analysis of spoken language might focus on these aspects plus turn-taking practices, opening and closing sequences of social encounters, or narrative structure. According to Tannen, discourse analysis was sometimes defined as the analysis of language beyond the sentence. This contrasts with types of analysis more typical of modern linguistics, which were chiefly concerned with the study of grammar; the study of smaller bits of language, such as sounds (phonetics and phonology), parts of words (morphology), meaning (semantics), and order of words in sentences (syntax). Discourse analysts studied larger chunks of language as they flow together. Moreover, Van Dijk (1997) stated that Critical Discourse Analysis was a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality were enacted, reproduced and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts took explicit position, and hope to effectively contribute to the resistance against social inequality. He also explained that there were six elements of discourse analysis that should be noticed in doing news analysis; they were topic, discourse schemata, local semantic, stylistic, syntax, and rhetoric.

1. The Nature of Rhetoric

According to Van Dijk (1997) the term rhetoric was one of the elements in discourse analysis. He said that rhetoric was a specific structure which had persuasive functions. In a political discourse, rhetoric was an art to persuade people in a political assembly. Thus, special arguments, special forms and figures of style were traditionally associated with political text and talk. In Webster (1961), the Third New International Dictionary of the English Language, rhetoric was an art of using words effectively in speaking or writing; now, the art of propose composition. In Oxford Advanced Learner's Dictionary of Current English, the meaning of rhetorical was using a style designed to impress or persuade; artificial or exaggerated in language. While Sobur (2002) gave the definition of rhetoric, it was a style which was used in writing or speaking. The aim of rhetoric was to enhance something about someone's self positively and add to the wickedness of his rival. Aristotle in Honeycutt gave the definition of rhetoric as the faculty of observing in any given case the available means of persuasion. There were three means of effecting persuasion, they are (1) to reason logically, (2) to understand human character and goodness in their various forms, (3) to understand the emotions that was, to name them and describe them, to know their causes and the way in which they were excited. It thus appeared that rhetoric was an offshoot of dialectic and also of ethical studies. Ethical studies might fairly be called political; and for this reason rhetoric masquerades as political science. Moreover Burton (2003) said that rhetoric was the study of effective speaking and writing and the art of persuasion. For most of its history it has maintained its fundamental character as a discipline for training students (1) to perceive how language was at work orally and in writing, and (2) to become proficient in applying the resources of language in their own speaking and writing. Discerning how language was working in other's or one's own writing and speaking, rhetoric required understanding a fundamental division between what was communicated through language and how this was communicated. Rhetoric examined so attentively the how of language, the methods and means of

communication, and sometimes it had been discounted as something only concerned with style or appearances.

2. The Canons of Rhetoric

Rhetoric, as an art, has long been divided into five major categories or "canons": (1) topic of invention, (2) arrangement, (3) style, (4) memory, (5) delivery. (Burton: 2003). Since the research question of this study related to the topic of invention and style of the rhetoric, the writer only focused on both of those aspects.

(1) Topic of Invention

Topic of invention concerns finding something to say. It was tied to the rhetorical appeal of *logos*, being oriented to what an author would say rather than how this might be said. Certain common categories of thought became conventional to use in order to brainstorm for material.

Within rhetorical invention, the topics were basic categories of relationships among ideas, each of which could serve as a template or heuristic for discovering things to say about a subject. Topics of invention literally meant places to find things.

(2) Style

Style concerned the artful expression of ideas. If invention addresses what was to be said; style addresses how this would be said. Burton (2003) divided style into two parts: *Trope*: an artful deviation from the ordinary or principal signification of a word. *Scheme*: an artful deviation from the ordinary arrangement of words.

3. The Nature of Press

The different between mass media, press and journalistic usually made people confused. Some people assumed that all of them were the same thing. Actually, they related each other. According to Junaedhie (1991) the term "mass media" meant that a place used by journalistic or mass communication to get involve with the environment. The aim of mass media was to use the technical ability of that media in order to assemble people at the same time. Mass media divided into two, they were: printed mass media, such as newspaper, magazine, advertisement, poster, pamphlet, etc; electronic mass media, like radio, film, television, etc. While "journalistic", came from the French word "journal" which meant daily note, was an activity to share news about daily general events in a fastest time. Finally, "Press" was publisher or company which related to mass media or journalistic (Indonesian Press Encyclopedia). In the "Encyclopedia Dictionary Thesaurus the Web e-Books" which was named "Word IQ", the meaning of journalism is the practice of collecting and publishing information regarding current events. Those who practice journalism are known as journalists. It is often referred to as the "first draft of history". Even though news stories are often written in a hurried style, they should be proofread before being published. The main activity of journalism is the reporting of events by stating the journalistic parameters of who, what, when, where, why, and how and commenting on the significance of the event. Journalism exists in a number of media: newspapers, television, radio and magazines, with Internet journalism being a newcomer. In this research, the writer only focused in the analysis of newspaper. It was because newspaper became an important instrument to spread news. People would be able to know many incidents in around the world through newspaper, and also gave more

knowledge to the people in the other side of the world. In Encyclopedia Dictionary Thesaurus the Web e-Books, a newspaper is a lightweight and disposable periodical, usually printed on low-cost paper called newsprint, containing a journal of current news in a variety of topics. These topics can include political events, crime, sports, opinion, and weather. Newspapers have also been developed around very narrow topic areas, such as news for merchants in a specific industry, fans of particular sports, fans of the arts or of specific artists, and participants in the same sort of activities or lifestyles. Due to the focus of research above, Van Dijk (1997) said that news in the press was a specific kind of mass media discourse, which suggested possible family resemblances with news on radio and TV or with other discourse types in the newspaper, such as editorials or advertisements. Other experts propose their opinions and ideas related to the news. Defleaur and Dennis (1988) stated that news was a reality's view, which was gathered quickly by journalists. When their own self-interest or public influences the journalists, the view felt into gossip. On the other hand, when the journalists could report the reality as how it was, the news became truth that finally it could be knowledge for the people. While Mott (1969) defined news as current information of interest to readers. It meant that news gave stimulus thinking about events to people who read it. News might be further divided roughly into several types, for example, from the geographical or political point of view news may be considered as local, state, national, or international; or from the subject-matter point of view it may be considered as news of crime, finance, sports, society, science, or politics. Bradley in Mott (1969) also explained that news was the honest and unbiased and complete account of events of interest and concern to the public. In the same way, Patterson in Mott (1969) explained that newspaper was a medium of information, stimulating force behind public betterment and a source of education and entertainment.

3 RESEARCH METHOD

A. Research Design

Based on the problem stated above, this research was a qualitative research. The focus of qualitative research was to provide the understanding of a social setting or activity from the perspective of the research participants. Gay (2000) explained five general characteristics of qualitative research, as follows:

- a. The sources of data for qualitative research were real-world situation
- b. Qualitative research data were descriptive
- c. Qualitative research emphasized a holistic approach
- d. Qualitative data were analyzed inductively
- e. The researcher sought to describe the meaning of finding from the perspective of the research participants, not the researcher himself

Dealing with the explanation of qualitative research above, this study used a content analysis technique. Holsti (1968) in Berg implied "content analysis is any technique for making inferences by systematically and objectively identifying special characteristics of messages". While White, Meyers, and friends (1997) explained that content analysis was a research tool used to determine the presence of certain words or concepts within texts or set of texts. Researchers analyzed the presence, meanings and relationships of such words and concepts, and then made inferences about the messages

within the texts, the writer's, the audience and even the culture and time of which these are a part. Texts could be defined broadly as books, book chapters, essays, interviews, discussion, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. In content analysis, researchers examined artifacts of social communication. Typically, these were written documents or transcription of recorded verbal communication. Verbal data, including particularly written or printed texts, always made sense in relation to (1) a context of production, the circumstances in which it was written or spoken, and (2) a context of use, those in which it was read or heard.

B. Source of Data

The data for this research was written source, which was from Kompas newspapers published in Indonesia. The time for the researchers to collect the data was by the time the first campaign iss begin, that was at June 5th, 2014 until July 5th , 2014.

C. Technique of Data Collection

Since this was a content analysis research, the writer used the 'unitization' as the technique of collecting data. It divided into three parts: Sampling Unit, Noting Unit, and Context Unit (Krippendorff: 1993). In the sampling unit, the writer read the news about political discourse based on the formulation of the study she made and took the sampling. In noting unit, the writer took the noting technique in making the specialization of the data got and organized them. Finally, in context unit the writer took the context of the news and related them to the social context.

D. Technique of Data Analysis

After the data have been collected, the researcher did the data analysis, which was suggested by White, Meyers, and friends (1997) as followed:

1. Identify the data set to be used
2. Develop or borrow a taxonomy (The categories into which the data will be coded)
3. Determine the unit of analysis, called "unitizing"
4. Code the messages into the categories
5. Analyze the data and interpret the results

E. Checking Data Trustworthiness

In order to show the validity of qualitative research and to check the data trustworthiness, there were four criteria that should be noticed: creditability, transferability, dependability, and conformability. To explain those criteria, the researcher used some techniques as stated by Moleong (1988), as follows:

1. Observation Perseverance

In doing this research, the researcher should be careful and detail to the major factors. Because the aim of this technique was to find out the characteristics and the elements of the relevance situation to the problem or issues that was done.

2. Referential Adequacy

The researcher collected and took the data as much as possible. The relevance data would be stored and used in another condition

3. Thick Description

In this case, the researcher should report the result of the research in detail. The purpose of this technique was to make the reader understand the situation, which described the context of the research.

4 RESULT

A. Findings

The researchers took four articles from Kompas newspaper. Due to the research question, the articles chosen were about the news of Indonesia Election.

1. Article found in Kompas (K.1)

- Title : Relawan Jadi Kekuatan
Volunteers to be the Strength
- Topic : Moderate Religious understanding

a. Topic

Many ways were done by some areas in facing the campaign, which was begun on July 5th, 2014. Some of those ways were signing up a peace agreement, doing a joint pray, and presenting a congenial parade. All of those activities were prepared in order to avoid the fighting among the mass of party supporter. It always happened in the campaign of last Presidential Election. However, it was different in the campaign this time. People were not enthusiastic in welcoming this event. They just stayed calm and did their daily activities as usual. It meant that people have clever enough in facing the campaign time. They have realized that campaign was not a time for fighting or doing disturbance. This was neutral news and due to the canon of rhetoric (Burton: 2003), the topic above was included into definition item. In definition, a topic of invention invited one to consider the larger group to which something belongs, often as a way of referring to the similarities or differences it has with other members of that group. In writing this article, the journalist tried to explain the activities, which were done by President and Vice president Candidates in facing the first campaign.

b. Style

The style of rhetoric which was explained in the canons of rhetoric (Burton: 2003), could be found in the in the paragraph two.

Semua kekuatan mesin partai,relawan dan masyarakat, lanjut Jokowi, akan digerakkan untuk memenangkan Jokowi-JK.

(All the power of the party machine, volunteers and the community, said Jokowi, it will be driven to win Jokowi-JK.)

The series of words semua where became the beginning word in every line, were a kind of alliteration because of the repetition of initial consonants in more adjacent words. While, mesin politik was a kind of Metaphor, it refer to one as another.

In the paragraph six was written:

Juru Bicara Tim pemenangan Jokowi-JK dari Partai Kebangkitan Bangsa, Abdul Kadir Karding, mengatakan daerah yang ditargetkan jadi lumbung suara Jokowi-JK antara lain DKI Jakarta,Jawa Tengah,Bali, Jawa Barat,Jawa Timur, Banten, Sumatera Utara, dan semua provinsi di Sulawesi.

(The spokesman of Jokowi-winning team of the National Awakening Party JK, Abdul Kadir Karding, said the targeted

area to barn-JK Jokowi voice among other are Jakarta, Central Java, Bali, West Java, East Java, Banten, North Sumatra, and all provinces Sulawesi.)

The phrase Lumbung suara was a kind of metaphor where a comparison made by referring to one thing as another. The journalist used this word in order to describe the situation when the campaign time begun. Supporters held the parade in peacefully without making a disturbance. Different with the election several years before, the parade of supporters always ended with some trouble among the other. Now, it would not happened because the community realized that the election should not ended with some troubles which damaging their life. In the eighth paragraph was written: Bangsa Indonesia hidup damai karena pemahaman keagamaan Islam yang rahmatan lil alamin (membawa kasih sayang untuk semua). Kita bersyukur bukan seperti negara-negara Timur Tengah (yang bergolak). Jangan Indonesia dijadikan seperti negara-negara itu, ujar Kalla.

(The Indonesian people live in peace as Islamic religious understanding rahmatan lil Alamin (bringing compassion for all). We are grateful not like Middle Eastern countries (turbulent). Indonesia should not be used as the countries, said Kalla) The phrase Kita bersyukur bukan seperti negara Timur Tengah (paragraph 8th) was also grouped into Alegory because it referred to moral attitude as though they had human qualities or abilities. Writers use allegory to add different layers of meanings to their works. Allegory makes their stories and characters multidimensional, so that they stand for something larger in meaning than what they literally stand for. Allegory allows writers to put forward their moral and political point of views. A careful study of an allegorical piece of writing can give us an insight into its writer's mind as how he views the world and how he wishes the world to be. In the eleventh paragraph was written: Selama kampanye Hatta berkali-kali mengajak warga untuk memilih nomor satu pada pilpres. Selain pedagang di pasar induk Riau dan masa kampanye di stadion Maulana Yusuf, ajakan memilih nomor satu juga disampaikan Hatta saat menyapa warga disepanjang jalan. Seperti saat berjalan kaki menuju Pondok Pesantren Al Mubarak, Hatta menyempatkan diri bersalaman dengan seorang nenek yang membuka pintu rumah saat ia melintas. Jangan lupa pilih nomor satu ya, bu, ucap Hatta. (Over campaign, Hatta repeatedly invites residents to vote on the number one in the election. In addition to the wholesale market traders in Riau and mass campaigns in the stadium Maulana Yusuf, solicitation to vote number one also said by Hatta when greeting people along the way. Like when walking towards the boarding school Al Mubarak, Hatta took time to shake hands with an old woman who opened the door as he passed. Do not forget to select the number one yes, ma'am, said Hatta.) The phrase "Pilih angka satu" in the paragraph above was a kind of metaphor, because it referred to one thing as another, using different word in order to illustrate one thing based on the similarity or comparison. Pilih Angka Satu have the same meaning with the Number of Prabowo-Hatta in the election.

The phrase " Angka Satu could be included into Anaphora based on the canon of rhetoric because it referred to a scheme in which the same word or phrase is repeated at the beginning of successive phrases, clauses, or sentences. The word " Angka Satu" it is used to appeal to the emotions of the audience in order to persuade, inspire, motivate and

encourage them. So the audiences were more pleasurable to remember. Politicians frequently use anaphora as a rhetorical device in their addresses and political speeches to evoke passion among the audience.

2. Article found in Kompas (K.2)

- Title : Prabowo Janjikan Koperasi
(Prabowo Promises Cooperative)
- Topic : The problem about cooperation and UMKM

a. Topic

In the campaign, the orators told about the problem of economics. When they spoke, some of them even did not know the program of their party. They just offered a hope to the people. They just flattered people where the result would not become a realization. Nowadays, people were clever enough. They did not want to hear more promises from the party orators. They could judge the content of the campaign orators and they were free to choose which party was suitable with their desires. This was a side taking news because the journalist tried to give the illustration to the reader about the lack of other candidate by describing the situation of campaign which presented orator.

Related to the canon of rhetoric (Burton: 2003), this topic was included into division item, particularly in whole/parts. In this item was described that a method of amplifying or of clarifying by describing a whole and its constituent parts, or the parts that makes up a whole. The candidate explained clearly the program to eliminate corruption. He promised to fight the elimination of corruption if he was chosen as one of president.

b. Style

In the Sixteenth paragraph was written:

“Salah satu fokus garapan kami adalah pemilih yang belum punya pilihan. Jumlah Mereka cukup besar.”
(One focus of our plots are voters who do not have a choice. They are quite large number)

It was found the word Garapan (plot) which was included into metaphor, reference to one thing as another, implying a comparison. The word garapan was used to describe the new voter.

3. Article found in Kompas (K.3)

- Title : Jokowi Bertekad Perhatikan Papua
(Jokowi Determined Attention to Papua)
- Topic : The developmen of Papua and Aceh

1. Topic

The topic was about the behaviors that should be done by the candidates of President and Vice President in order to get the authority of Indonesia. Those behaviors were engage in calmness politics, handle peacefulness and well behaved parade. People should not be easy to provoke and made disorder. In the campaign, Indonesia should show to the world that we could make a gracious Presidential Election. Without fighting, disturbance, and disorder, Indonesian would make peacefulness Presidential Election. Joko Widodo (Jokowi) as candidate of the president did the first campaign in East part of Indonesia, Papua. He said that Papua has a lot of natural

sources to develop. While, Jusuf Kala (JK) as vice president candidate went to The West part of Indonesia, Aceh. The people of Aceh have an emotional relationship with JK, when he was a vice president of Indonesia in the years of 1999-2004. He was the first man in keeping the peaceful between Indonesian Government and GAM.

This was neutral news, the journalist wrote his news about the activities the President and vice President candidates during the first day of the campaign clearly and correctly. He did not write this news by taking side to one of political way. Due to the canon of rhetoric, this news was included into comparison item, especially in degree. It was because the topic of invention invited one to look at issues of “more” and “less”. In this case, the candidates tried to describe the fairly information, without trying to persuade people to vote. It was the reason for the journalist chose to be the source of the news. From his news, the people could judge and evaluate the better program for the future, which would be chosen in the election.

2. Style

In the fifth paragraph, it was written:

“Ini Bukan masalah suara,tapi papua butuh perhatian. Kalau mau cari suara ya di Jawa, kata Jokowi.”
(This is not a voter issue, but Papua need attention. If you want to find voters in Java, said Jokowi)

The style of rhetoric was found in the word suara. The journalist used the word suara as if it was animate object because the meaning of suara was telling something indirectly or passing reference. Due to the style of rhetoric, this word was included into personification because it referred to abstractions or inanimate objects as though they had human qualities or abilities. Personification is not merely a decorative device but it serves the purpose of giving deeper meanings to literary texts. It adds vividness to expressions as we always look at the world from a human perspective. Writers and poets rely on personification to bring inanimate things to life, so that their nature and actions are understood in a better way. Because it is easier for us to relate to something that is human or that possesses human traits. Its use encourages us to develop a perspective that is new as well as creative.

In column two, paragraph two, it was written:

“Yang lain pandai bicara saja, Saya tahu sejarahnya. Kalau tak ada beliau yang mendamaikan,tak dapat mimpi aceh damai
(The others are good at talking. I know its history. If there is no reconciling, Aceh cannot dream of peace)

Litotes used in the paragraph above which was found in the word “Yang lain pandai bicara saja”. Litotes described the understatement used deliberately. The word Kalau tak ada beliau yang mendamaikan,tak dapat mimpi aceh damai was chosen to describe the situation in one area where people worked together and help each other to keep on the conduce condition. It was also used Litotes. Litotes uses ironical understatement in order to emphasize an idea or situation rather than minimizing its importance. It rather discovers a unique way to attract people’s attention to an idea and that is by ignoring it. The word “Tak dapat mimpi Aceh damai” used in the column two, paragraph two was Personification. It was a kind of reference to abstractions or inanimate objects as though they had human qualities or abilities. It is easier

for us to relate to something that is human or that possesses human traits.

4. Article found in Kompas (K.4)

- Title : JK Temui Relawan dan Ulama
(JK Meets Volunteers and Scholars)
- Topic : Indonesia is facing some problems, economic, politic, social conflict.

1. Topic

The topic of news above was about the role of campaign in explaining the program. JK and the team, visiting West Sumatera to speech and meet the former leader of MUI, KH. Mas'ood Abidin and the supporters, Through campaign, JK gave the perspective, mission, program, and promises to the public. He also said that Indonesia in four years ahead will be depended on the vision and mission and the image of the candidates.

In the campaign the voters said the jargon "Jokowi adalah Kito" and "Jusuf Kalla adalah Sumando Kito". The supporter tried to persuade the audience to vote Jokowi-JK. The Sumando is a kind of relationship for one get married to the brother or sister of the wife or husband. JK's wife is from West Sumatra, so the supporters said that "JK is Sumando Kito"

The topic above was included into definition item. In definition, a topic of invention invited one to consider the larger group to which something belongs, often as a way of referring to the similarities or differences it has with other members of that group. In writing this article, the journalist tried to explain the activities, which were done by President and Vice president Candidates in facing the campaign.

2. Style

In the Fourth paragraph, it was written:

JK pernah jadi menteri dan wakil presiden 2004-2009. Dia berpengalaman mendamaikan konflik di ambon, Poso dan Aceh. "daerah bergolak mau pecah, alhamdulillah kami damaikan. Tanpa kekerasan, tanpa marah. Kami berbicara, mampu" Kata JK di hadapan ratusan anggota masyarakat Sumbang (JK ever be a minister and vice-president from 2004 to 2009. He experienced reconcile conflict in Ambon, Poso and Aceh. "Turbulent region to explode, alhamdulillah, we reconcile. Without violence, without anger. We speak, able to. Said JK in front of hundreds of community members in West Sumatra) Related to the canon of rhetoric, the style, which used in the paragraph above, was metaphor. The word daerah bergolak itself was a kind of metaphor because it referred to one thing as another, implying a comparison. This word used to describe the crimes aspect, which happened in few years later. Those crimes, for example, the people was not free to give their opinion about the government, the press was not also free to deliver their news about the lack of the government, and coalition, corruption, and nepotism happened everywhere. Now, the temperature of democracy has been well.

In the Fifth paragraph, it was written:

JK menyebutkan, Sumbang di kenal sebagai daerah yang melahirkan para pahlawan dan tokoh bangsa yang masyhur dengan kepintarannya.

(JK mentioned, West Sumatra is in the region known as the birth of the hero and the famous nationalist with his intelligence.)

The style used in the paragraph above was personification,

reference to abstractions or inanimate objects as though they had human qualities or abilities. It was showed from the word daerah yang melahirkan para pahlawan. Of course, the campaign could not greet the public because campaign was inanimate object, but in this paragraph, the journalist used this style as if the campaign was a human being, which could greet the public. Actually, the phrase used to describe that through campaign the candidates could orate about their perspective, mission, program or promises to the public.

B. Discussions

There are some powerful technique often used in political rhetoric; such as in the canon of rhetoric, metaphor, anaphora, personification, etc. Slogans are a simple example of the use of repetition in politics, which ingrains important and usually crowd-pleasing policies into the listeners' minds. Aside from the use of slogans, politicians also frequently use techniques such as anaphora, which is the repetition of words or phrases at the beginning of consecutive sentences. Like, "Prabowo Presiden ku", "Jokowi Presiden Rakyat" or the repetition of the number, Nomor Satu... Nomor Satu, "Salam Dua Jari". Sometimes, attacking another politician's personality were done by the candidate, such as JK said "Yang lain hanya bisa bicara". The phrase was a kind rhetoric style which included into litotes. It uses ironical understatement to someone in order to emphasize an idea or situation.

A logic title of the article is used to create the mind set of readers, audiences or voter to vote and can also be a valuable technique to point out flaws with the favorite candidate, such as the article, "Jokowi sapa Nelayan-Petani", "Jokowi Presiden Rakyat". It appeals the reader's emotion. Political rhetoric addresses mainly issues that overtly involve power relations, legitimization, competing interests and rights of large social groups, differing criteria and values, as well as the necessity to take consequential decisions. The relations between rhetoric and politics are presented in four main ways: (i) politics-as-rhetoric; (ii) rhetoric as expressed by politics; (iii) politics as expressed by rhetoric and, partially, (iv) rhetorical criticism which among others deconstructs politics by applying rhetorical framework. (Zaleska, 2012) The rhetorical turn equates virtually all phenomena to linguistic/ rhetorical manifestations, treating words as the very substance of politics, not its expression.

5 CONCLUSION

After doing this research, the writer could conclude that:

- a. Only eleven (11) types of styles could be found in the news chosen as the data.
- b. Generally, all the content of the news could be included to each kinds of topic invention in the canons of rhetoric.
- c. In Kompas Newspaper, there were some news which still delivered by the journalist in neutral news and the news release was not take side to one of the candidate of the president.

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