



## The Semantic Study of Languages Politics



Ida Bagus Putrayasa <sup>a</sup>

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### Abstract

The Language has a very important role in social life. With language, one can achieve its objectives in all areas, not least in the political sphere. In politics, the politics, especially the government (authorities) should not admit defeat. In other words, the political language is the language of victory, the language which ensures the wearer will never marginalized. Variety of political language used by the authorities and published in the mass media today, seem more political than highlight aspects provide a clear understanding of the community. Variety of political language is spoken government or ruler lot packed in a rather confusing vocabulary, figurative meaning is not denotative, making it difficult to be understood by the public. Meaning as an object of study semantic structure is not very clear, especially in the political language diversity. In addition, political problems in a variety of language many of them are camouflage. This will affect people's perceptions, both positive and negative. To find out the meaning of a variety of language used by the political authorities, the research was conducted. The purpose of this study was to answer the question: (1) what is the meaning of diverse political language used by the authorities, and (2) what is the intended use of the language diversity of political authority. To achieve these objectives, designed the research literature. The data source of this research is the Bali Post newspaper began from October to December 2015, includes the field of economy, law, and politics (government). The object of study is the meaning of political language diversity and the intended use of political language diversity. Data associated with a variety of political language documents collected by recording techniques. Furthermore, the collected data were analyzed descriptively qualitative. The steps taken in analyzing the data is: (a) data reduction: choose words that are associated with a variety of political language that are the focus of this research; (b) the presentation of data: data obtained from the Bali Post newspaper presented in accordance with the data range of political language; and (c) drawing conclusions: inferred data related to the meaning of political language diversity and the intended use of the language diversity of political authority. The results showed that: (1) the meaning of diverse political language used by the authorities as an allegory, euphemism, suppression, and appeal. In addition, there are also combined figurative meaning and euphemism, and a combination of figurative meaning and emphasis. (2) the intended use of political language diversity is to vary the sentence, appreciate or respect, and emphasize or reinforce. Based on these results, suggestions put forward relating to the use of political language diversity is that the authorities (officials) use words or phrases that are simpler and understandable by the public.

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<sup>a</sup> Ganesha University of Education-Singaraja, Bali-Indonesia

**Author correspondence:**

Ida Bagus Putrayasa,  
Ganesha University of Education  
Email address : [ibputra@gmail.com](mailto:ibputra@gmail.com)

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**1. Introduction**

The language has a very important role in the life of society, to communicate ideas, express ideas, and the human desire to use symbols (Wardhaugh, 1977; Sapir, 1949; and Saussure, 1996). With language, one can achieve its objectives in all areas, not least in the political sphere. In politics, the government (authorities) should not admit defeat. In other words, the political language is the language of victory, the language which ensures the wearer will never be marginalized. To avoid accusations of raising tariffs, the government uses the term 'Tariffs'. To evade charges of committing the offense, said to be 'procedural errors' (Kawulusan 1998, Fatah, 1999).

The euphemism coloring matter which language usage necessarily reflects the social and cultural conditions, the uncertainty facing the facts; which eventually became the subject matter covered by language symbols. In addition to the examples mentioned above, we can also refer to the substance of the vocabulary of corruption and famine which become vaguely after becoming political language as commercialization of office and food insecurity. The responsible party had become a safe haven behind this euphemism. Meanwhile, people become less sensitive to the subject matter. In other words, people become less critical. Euphemism contains the danger of blunting a sense of social solidarity and duping the public (Alwasilah, 1997).

The variety of political language used by the authorities and published in the mass media today, seem more political than highlighting aspects provide a clear understanding of the community. That is, the political language often contains two aspects of meaning and do not mean the actual meaning. This will affect people's perceptions, both positive and negative. In addition, people become confused because of loss of direction and guidance, can eventually lead to a crisis of confidence.

The variety of political language is spoken government or ruler lot packed in a rather confusing vocabulary, figurative meaning is not denotative, making it difficult to be understood by the public. Meaning as an object of study semantic structure is not very clear, especially in the political language diversity. In addition, political problems in a variety of language many of them are camouflage, that is, something that is pronounced differently to the actual destination. For example, people who are protesting inequalities that exist now said by the authorities as an anti-establishment. People who have staged demonstrations to demand their rights is said by the authorities as counter-productive actions, and so forth.

The purpose of this study was to answer the question: (1) what is the meaning of diverse political language used by the authorities, and (2) what is the intended use of the language diversity of political authority.

**2. Research Methods**

Politically, the language is a means to convey ideas, thoughts or political policies of the authorities. Political language interpreted by political pundits in the form of power and decision-making. Lasswell, Robson (Budiardjo, 2000) says that politics in general with respect to two things: power and the fabric of society.

The presence of semantics is needed to unravel the meaning contained in a word. Knowledge of semantics easier in choosing and using the right words with meaning in conveying information to the public. In this case, journalists should be able to understand and choose the words in informing policies that are spoken by the authorities in the newspapers to be understood by the public. For the rulers, semantic knowledge is very helpful in conveying political policies. With semantic knowledge, the rulers were able to pass on information that can be understood by the public, so that what is expected to be achieved.

To find out the meaning of a political kind of language used by the authorities, meaning the component analysis model is used. The component or components of semantic meaning (semantic feature, semantic property, or semantic marker) teaches that every word or lexical elements consist of one or several elements that together make up the meaning of words or meaning of the lexical items. Lyons (1995) says that what is equally owned by groups of different words the so-called 'semantic components' or 'semantic markers' or 'semantic category'. How the analysis by Jakobson & Halle (Chaer, 1995) called the distinguishing feature analysis techniques (distinctive

feature). Other semantic analysis of the vocabulary is similar to the analysis of the characteristics distinguishing feature is the analysis of componential (componential analysis). This analysis semantically explain each word, based on the number of components or the distinguishing characteristics. For example: the father said to contain components of meaning: +human, +adult, +male, and +mating. Said the mother-containing components of meaning: + +human, +adult, +female, and +mating. So, if compared to the meaning of words father and mother be as follows:

Meaning components	dad	mom
1. human	+	+
2. adult	+	+
3. male	+	-
4. marry	+	+

Description : + Has components that meaning  
- Does not have that meaning

The based on studies that examine the theory outlined above, this study was conducted. This study was designed by the design of the research literature. The data source of this research is the Bali Post newspaper began from October to December 2015, includes the field of economy, law, and politics (government). The object of study is the meaning of political language diversity and the intended use of political language diversity. Data associated with a variety of political language documents collected by recording techniques (Denscombe, 1998). In this case the Bali Post newspaper which is used as a data source.

As for the way in which are: 1) read a newspaper which became a source of data with care, 2) mark the phrase that contains a variety of political language, 3) create a data card, 4) recorded sentences in which there are words or phrases that contain two aspects of meaning in the cards. 5) the data taken from the newspapers coded. For example: B10: 5, meaning that the newspaper Bali Post, the month 10 (October), 5th.

Furthermore, the data were analyzed by descriptive qualitative (Bogdan & Biklen, 1990). The steps taken in analyzing the data is: (a) the reduction of the data: choose words that are associated with a variety of political language that are the focus of this research, and that is not associated with a variety of political language is set aside; (b) the presentation of data: data obtained from the Bali Post newspaper began from October to December, 2015 prepared in accordance with the data range of political language; and (c) drawing conclusions: inferred data related to the meaning of political language diversity and the intended use of the language diversity of political authority.

### 3. Results and Analysis

Based on research conducted at the Bali Post newspaper during the period from October to December 2015, the research data obtained as many as 15 pieces scattered political diversity of languages in the fields of economy, law, politics (government). In the study's data are the same words, therefore, quite calculated and discussed once. Fifteenth such data are assumed to be able to answer the research problem formulated in the Introduction. Furthermore, the fifteenth of data is analyzed and discussed in this study. In this section only a few are shown as a sample only.

Some varieties of political language used by the authorities in the Bali Post newspaper can be exemplified below.

#### 3.1 The secure

Data 1: We've secured five citizens for questioning and questioning. (B10, 5)

Said securing the above sentence contains two aspects of meaning. Therefore, this data is taken as a political analysis of a variety of language can be seen below.

Analysis:

The safe means 'free from interference / danger' or 'prosperous', 'peace', 'harmless' (KBBI, 2008). Securing means 'save'. Based on the above meanings, semantic characteristics of said securing can be expressed as follows.

+ verb

- + Imposed on concrete objects
- + Is a process
- + Render harmless
- + Raises a sense of ease

Discussion:

The securing usually imposed on people or objects that undergo a hazard. However, in the sentence above, securing imposed on people (people who commit a crime), so it needs to be held for questioning and questioning. Thus, the meaning of the words above are figurative meaning, because the word does not refer to securing the true meaning, which is 'free from disturbance'. In addition to the figurative meaning, it also contains smoothing (euphemism).

### 3.2 The clean

Data 2: Government officials should find the net for managing the Bank Indonesia (B11: 16)

The above data contain a variety of political language because it constitutes an appeal to the government in determining the officials. Moreover, in the data contained words that contain two aspects of meaning, the word clean as it looks in the analysis below.

Analysis:

The said net in the phrase figuratively meaningful data because it is used to declare a state office holders. Said net means (1) free of impurities; (2) clear not cloudy (on the water), not cloudy (of the sky); (3) is not contaminated (soiled); (4) sincere, sincere; (5) not stained, holy; (6) does not mix with elements or other substances, genuine, original; (7) clear and uncluttered; (8) Net (income, weight, contents and so taken after costs , packaging and so on) ( KBBI , 2008) . Based on the above meanings, semantic characteristics of said net can be expressed as follows.

- The clean
- + Adjective
- + Imposed on concrete objects and die
- + Free of impurities
- + Pristine, pure
- + Not mixed with other substances

Discussion:

Said net is usually worn on concrete objects and die, such as water, the sky, but in the data sentence imposed on a clean office. That is, as long as positions he never do things that can be defamed, not doing reprehensible things such as corruption or collusion. Thus, it can be considered safe for doing his job.

### 3.3 The Logic Political

Data 3: He reminded the statement of support of the PDI-P against him should be seen as a political logic. As a social and political force that wins the election, it must be seated in the House leadership (B11: 20).

The data above is a great diversity of political language as it includes support for the statement he found himself as the leader of the council, as the political logic of the victory of the PDI-P in the election.

Analysis:

There are two words that need to be analyzed meaning, namely the words logic and politics. Logic means (1) knowledge of the rules of thinking; (2) way of thinking that makes sense (KBBI, 2008). Meanwhile, the political significance (1) knowledge of the state administration or state (such as: on the government system, the basics of government); (2) all matters and actions (policy, tactics) regarding the administration of the State or against another State; (3) how to act (in dealing with or addressing an issue); wisdom (KBBI, 2008).

The based on the above meanings, semantic characteristics of words and *political logic* can be expressed as follows.

*Logic:*

- + Noun
- + Thinking
- + Acceptable common sense
- + Something reasonable

*The political:*

- + Noun
- + Concerning the State, government
- + Making policy
- + How to make decisions

**Discussion**

The political logic is a thought or way of thinking that makes sense about the political policies made by the government. It conformed to the data sentence, that what is meant by political logic is a reasonable if the PDI-P supports him to sit in the chairman of the board, which is a social and political force that wins the election. The above sentence is aimed to confirm or corroborate the statement that when a person or a party already won the election, it's natural he sat in the House leadership. This is in accordance with the way of political thinking or already is the rule in politics. So, it is not an unfounded, but something that should be implemented.

**4. Conclusion**

The based on the analysis and discussion above, can be summarized as follows. (1) The political meaning of a variety of language used by the authorities is figurative (this meaning that at most), then followed euphemism (smoothing), suppression, and appeal. In addition, there are also combined figurative meaning and euphemism, and a combination of figurative meaning and emphasis. (2) The intended use of political language diversity is to vary the sentence, appreciate or respect, smoothness and emphasize or reinforce the intention. In addition, there is also aiming to smooth the variations of all sentences, or sentences at a variety of reinforcement. Based on this conclusion, put forward suggestions relating to the use of political language diversity is that the authorities (officials) use words or phrases that are simple and meaningful denotation so easily understood by the public.

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**Biography of Author**

Ida Bagus Putrayasa is a professor at the University of Ganesha Education, Singaraja - Bali. He was born in Desa Banjar, Buleleng regency on February 10, 1960. He completed his studies in stages from primary school in Desa Banjar (1972), junior high school in Desa Banjar (1975), SPG in Singaraja (1979), S-1 in Singaraja (1984), S-2 in Bandung Teachers' Training College (1998), and S-3 at UPI Bandung (2001). In 2004, he was established as a professor in linguistics field. He lived on Jalan Laksamana Barat, Gang Sandat No.7, Desa Pamaron, Singaraja – Bali. Phone. 081338570420, e-mail: [ibputra@gmail.com](mailto:ibputra@gmail.com)