

Power or Humble: Personal Pronouns Usage in Indonesian President's Speech

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Abstract

Delivering a speech in the English language has its own difficulties, especially for a non-native English speaker. The most challenging aspect for a non-native English speaker in delivering an English speech is that the speech delivery process may suffer a negative language transfer because of the differences between the speaker's official language and English grammatical features. This article aimed to explore the personal pronoun usage of the Indonesian President in the 2014 APEC CEO Summit speech. This qualitative research was done by adopting Fairclough (2013)'s discourse analysis pattern. The findings showed that the most frequent personal pronoun that the President used is "we" and "our". The use of these two indicates that he speaks on behalf of his country, and he has a sense of solidarity with the citizen. Regarding the personal pronoun, his speech only has minor ineffective usage, so it can be concluded that the usage is generally effective. However, we also found that the speech quality can be judged from many aspects, such as the sentence structure, the vocabulary, and the speech delivery method. Every strategy in doing formal speech has its advantages and disadvantages.

1. INTRODUCTION

English is used on numerous occasions these days. As Kirkpatrick and Sussex (2012) assert, English is a global language that is used as a means of international communication in different circumstances by people, including political occasions, educational activities, business advertising, public signs, and culinary business necessity. In this sense, the APEC (Asia-Pacific Economic Cooperation) CEO Summit is one of the numerous events that utilised English as the primary language. APEC's 21 members include 11 nations that do not speak English as their official language: Indonesia, China, Russia, Vietnam, Thailand, the Republic of Korea, Taiwan, Japan, Mexico, Peru, and Chile. As a result, a select few attendants were picked to

offer a speech or remark in English, one of them being Indonesian President Joko Widodo, who delivered a speech during the 2014 APEC CEO Summit in Beijing, China.

President Joko Widodo was elected as Indonesia's first President in 2014, and APEC CEO Summit Speech in the same year was his first speech in English as President of Indonesia. President Joko Widodo was unable to attend the 2015 APEC CEO Summit due to the fog disaster in Indonesia, and Vice President Jusuf Kalla took his place. He also did not deliver a speech at any APEC CEO Summits from 2016 to 2019. In summary, President Joko Widodo's most recent speech at the APEC CEO Summit occurred in 2014, in which we put our most interest in analysing it as the object of the research.

Typically, the most challenging aspect of President Joko Widodo delivering a speech in English as a non-native English speaker is the possibility of negative language transfer throughout the speech delivery process. This process occurs when someone produces the target language by adopting the mother tongue system, although the systems are different, resulting in an inaccuracy that may result in audience misinterpretation (Riadi & Warti, 2021). Additionally, Jufrizal (2017) believed that the grammatical features of English and mother tongue, such as sentence structure, tenses, parts of speech, pronouns, and pronunciation, can be moderately dissimilar.

One of the grammatical aspects used mainly by President Joko Widodo in the 2014 APEC CEO Summit Speech is the personal pronoun. Herring (2016) contended that the writer or speaker employs personal pronouns to give the text or speech a natural sound and clarity and avoid repeating nouns frequently. Meanwhile, Wahyuningsih (2018) argued that the personal pronoun is used in a speech to substitute a noun and convey social rank, power, and personal beliefs.

Eventually, if the speaker employs personal pronouns ineffectively, it may result in misunderstandings or even negatively influence the speaker's image, impairing the speaker's ability to completely accomplish the speech's objectives. Saj (2012) stated that one of the functions of employing personal pronouns is to provide a high-quality information exchange process in order to sustain the communication aim. The ability to select the most appropriate personal pronouns can increase the effectiveness of speech goals while minimising negative language transfer. Such a situation may occur when the scriptwriter or speaker tries to employ a translation method from Bahasa Indonesia to English, where literal errors could result in an awkward, unidiomatic translation (Riadi, Gisella, & Angelina, 2020).

From the description above, the research problems that can be summarized are as follows:

1. What do the personal pronouns frequently used by President Joko Widodo in the 2014 APEC CEO Summit speech refer to?
2. How effective is the personal pronoun usage in President Joko Widodo's 2014 APEC CEO Summit speech?

This research is expected to provide useful information for readers interested in improving their ability to express a message effectively during public speaking and future researchers interested in public speaking, speech, or personal pronoun.

2. LITERATURE REVIEW

The essence of discourse is a study of meaning formed by the language structure and its relation to other contexts in human life. Fairclough (2013) uttered that discourse is a process of understanding the particular context of language structurally by seeing the complex relationship between the meaning and social circumstances. Cohen, Manion, and Morrison (2018) added that discourse is an instrument to determine the cultural, political, ideological, historical, and societal value in a particular content containing linguistic aspects. On the other hand, van Dijk (2014) argued that discourse is a basic tool in speaking and writing used to create coherence and detect the implicit meaning behind specific speech or text.

The hidden meaning of spoken and written communication can be analysed through discourse, which is one of the linguistic approaches. Discourse can be defined as one of the

linguistic studies to analyse the meaning of implicit and signalled meaning of news, textbooks, argumentative essay, storytelling or speech (van Dijk, 2014). Besides, Cohen et al. (2018) also advanced that discourse study is different from other studies because it cannot be examined only through its fragment. They claimed that the content needs to be in a complete form so that the researcher will be able to find out the contextual meaning of the words.

As a form of discourse, speech is a communication process with many audiences, and it requires a piece of high knowledge in its delivery method and formality level. Wahyuningsih (2018) defined speech as a public talk on a formal occasion that contains the speaker's ideas and overview related to a particular matter. Furthermore, Lucas (2015) specified that speech is similar to a conversation, but the differences are in the number of audiences, the formality level, and the delivery method. In this research, we divided four major types of speech based on their purposes:

1. Informative
An informative speech is a speech that is done only to give certain information about some beneficial and unfamiliar topic, which can be about living or non-living things, to the audience.
2. Demonstrative
A demonstrative speech is a speech that is done not only to give information but also to give practical skills and demonstrations for the audience in order to develop a specific skill.
3. Persuasive
Persuasive speech is an advanced or upgraded version of informative speech because the speaker shows information to the audience and provokes the change of the audience's beliefs.
4. Special Occasions
Special occasions speech can be concluded as a speech done to deliver messages and engage the audiences on a special occasion.

Other than types of speech, there are four methods of delivering a speech (Learning Express, 2010):

1. Reading from a manuscript
Reading from a manuscript can be defined as the method of speech in which the speaker reads the script word by word so that the information will not be forgotten to deliver.
2. Memorization
The memorization method is how the speaker remembers and memorizes every word of the speech script.
3. Extemporaneous
An extemporaneous method is when the speaker does not need to remember every exact word because the speaker brings an outline paper that contains important information, and the speaker can improvise while doing the speech.
4. Impromptu
The impromptu method can be defined as spontaneous speech done without any preparation on certain occasions.

As the main focus of this research, we spotlight personal pronoun usage in a speech. Basically, a personal pronoun is a word that is used to replace a particular noun in the sentence. Herring (2016) uttered that personal pronoun is one of pronouns categories, defined as a substitution for singular or plural nouns that may refer to living objects, non-living objects, or even intangible objects. Towson University (2011) noted that the usage of the pronoun must be followed with a clear antecedent. They also advanced that antecedent is the noun that the pronoun refers to.

Generally, the referent pronoun may refer to the antecedent in the sentence itself or its previous sentences. However, as contended in Simon and Wiese (2002), the receiver gathers a discourse object for a pronoun in two possible ways. First, they remarked that the pronoun could be absorbed by the receiver directly in discourse-pragmatic strategies which can be analysed from the sentence directly. Moreover, they also uttered that the second way to gather a discourse object for a pronoun, which is by considering a morpho-semantic feature and conceptual distinction. Morpho-semantic features can be identified by the conceptual distinction of the human being in general, such as in number there are singular and plural, in gender there are male and female, and in the role in speech act, there are the speaker, the addressee, and other (Simon & Wiese, 2002).

The antecedent pronoun can be analysed through the previous sentence, the sentence itself, or the other segments. Tannen, Hamilton, and Schiffrin (2015) disclosed that personal pronoun is one of the reference words used to ensure cohesion. They also uttered that pronoun refers to an element of a party which the identity of the pronoun can be discovered back to its noun form. In addition, Das and Taboada (2018) discovered that there are two activities in identifying the clausal relation, including the process of finding the antecedent pronoun. The first pursuit signifies the current sentence related to the previous sentence or group of particular segments in which it is implanted. Besides, the second undertaking is determining the relation between the sentences.

As disclosed in Herring (2016), there are four grammatical elements in a variety of personal pronouns:

1. Number (Singular or Plural)

If there is only one noun, then it is singular, but if there is more than one noun, it is plural. "I", "he", "she", and "it" are singular personal pronouns, and "they" and "we" are plural personal pronouns, but on the other hand, "you" can be the singular and plural personal pronouns depending to the context.

2. Person (First, Second, or Third)

a. First Person

First-person personal pronoun means that the personal pronoun is used to refer to the speaker. The first-person personal pronoun can be either singular or plural. "I", "me", "my", "mine", and "myself" are first-person singular personal pronouns, and "we", "us", "our", "ours", and "ourselves" are first-person plural personal pronoun.

b. Second Person

Second-person personal pronoun means that the personal pronoun is used to other parties referred by the speaker directly. Second-person personal pronouns, "you", "your", and "yours", can be singular and plural at the same time, but second-person personal pronouns "yourself" is singular, and second-person personal pronouns "yourselves" is plural.

c. Third Person

Third-person personal pronoun means that the personal pronoun is used to other parties referred to by the speaker indirectly. There are three categories of the singular third-person personal pronoun, which are feminine singular ("she", "her", "hers", and "herself"), masculine singular ("he", "him", "his", and "himself"), and neuter singular ("it", "its", "its own", and "itself"). There are also plural third-person personal pronoun, which is "they", "them", "their", "theirs", and "themselves".

3. Gender (Male, Female, or Neuter)

Grammatical gender only appears when the third person and singular first-person personal pronoun are used. The singular feminine personal pronoun can be "she", "her", "hers", and "herself", and the singular masculine personal pronoun can be "he", "him", "his", and "himself". On the other hand, singular neuter personal pronouns ("it", "its", "its own", and "itself") are used when the speaker refers to animals or things. However, if the

speaker wants to refer to several people, the speaker needs to use ungendered plural personal pronouns, which are “they”, “them”, “their”, “theirs”, and “themselves”.

4. Case (Subjective, Objective, or Possessive)

a. Subjective

The subjective case means that a subject, the performer of action, is written in personal pronoun form in the sentence.

b. Objective

The objective case means that a direct or an indirect object, the person or things that are affected or directed by an action performed by the subject, is written in personal pronoun form.

c. Possessive

Possessive case, just as it is named, means that the personal pronoun in the sentence shows possession of something or someone. The possessive case is categorized into two forms, which are possessive determiners and possessive pronouns. However, Lester (2011) categorized possessive personal pronouns into two categories which are:

1) Possessive personal pronoun as a pronoun

Adjectival possessive pronoun includes “my”, “your”, “his”, “her”, “its”, “our”, “your”, and “their”.

2) Possessive personal pronoun as an adjective

Pronominal form of possessive pronoun includes “mine”, “yours”, “his”, “hers”, “its”, “ours”, “yours”, and “theirs”.

Table 1. Types of Personal Pronoun

Person	Number	Gender	Case			
			Subjective	Objective	Determiners	Possessive
1 st	Singular	Masculine/Feminine	I	Me	My	Mine
2 nd		Masculine/Feminine	You	You	Your	Yours
3 rd		Masculine	He	Him	His	His
		Feminine	She	Her	Her	Hers
		Neuter	It	It	Its	Its
1 st	Plural	Masculine/Feminine	We	Us	Our	Ours
2 nd		Masculine/Feminine	You	You	Your	Yours
3 rd		Masculine	They	Them	Their	Theirs
		Feminine				
		Neuter				

The effective usage of personal pronouns has several criteria. Towson University (2011) noted nine commandments of the pronoun-antecedent agreement. On the contrary, as Straus, Kaufman, and Stern (2014) disclosed, there are 12 regulations in using personal pronouns. Besides, Lester (2011) added a specific rule: determiners an object must follow personal pronoun in its usage. He also stated that an object does not follow the possessive personal pronoun. So, we adapted these rules and applied some of them to this research, which is:

1. The number of the antecedent is not affected by a phrase or clause between the subject and the verb.
2. The number of referent pronouns must be the same as the indefinite pronoun antecedent.
3. Suppose the indefinite pronoun antecedent is “some”, “any”, “none”, “all”, or “most”; the singular referent pronoun must be used when the object of preposition is uncountable. On

the other hand, when the object of a preposition is countable, the referent pronoun must be plural.

4. A compound subject connected by “and” must use plural referent pronouns. A compound subject connected by “or” must use the referent pronoun that is suitable with the closest antecedent to the referent pronoun.
5. If the noun is in a collective form that acts as one unit, the referent pronoun must be in a singular form. On the other hand, when the noun is in a collective form that acts as many individuals as possible, the referent pronoun must be in plural form.
6. If the antecedent pronoun is the name of a book, organization, or country, the referent pronoun must be in a singular form.
7. The referent pronoun must be singular if the subject is plural but singular in meaning, such as news, measles, or mumps.
8. If there is a word “every” or “many a” before the noun, the referent pronoun must be singular.
9. If there is a word “the number of”, the referent pronoun is singular, but if there is “a number of”, the referent pronoun is plural.
10. The subjective pronoun must be only used to replace a subject in the sentence.
11. The objective pronoun can be used to replace a direct object, an indirect object, and an object of a preposition.
12. An object must follow the determiners pronoun in its usage.
13. An object must not follow the possessive pronoun in its usage.

Apart from the guideline, there are several characteristics of personal pronoun ineffective usage as the reference word in which personal pronoun must agree with its person, number, gender, and case.

In addition, the usage of personal pronouns regarding the conceptual distinction may not be suitable because the audiences may not have high-level English. Furthermore, Arnold, Strangmann, Hwang, Zerkle, and Nappa (2018) suggest that an experienced language user tracks the referent and antecedent pronoun more easily than the inexperienced language user. The utilization of the conceptual distinction process may confuse the 2014 APEC CEO Summit Speech audiences as the non-native English speaker may have limited experience. In sum, the characteristic of ineffective personal pronoun usage that we adopted to do this research may be divided into six possibilities which are:

1. There is more than one antecedent pronoun.
2. The antecedent is not in noun form.
3. There is no antecedent pronoun, but there is a referent pronoun.
4. The antecedent pronoun only can be tracked by the process of conceptual distinction.
5. The usage of apostrophe which can create a confusion for the reader.
6. The usage of the personal pronoun must agree with its person, number, gender, and case.

3. RESEARCH METHODS

Generally, research methodology can be defined as a systematic way of researching to make the research output credible and trusted by the reader. Research methodology also can be defined as a structural way to ensure the validity of the information in research. Having a research methodology is to solve the research problems effectively and make a trustable research conclusion.

3.1. Research Design

The type of research that we adopted is qualitative discourse analysis, which allows us to conduct the research and find more information about the personal pronoun in “Joko Widodo, President of Indonesia, at the APEC CEO Summit” speech. Wertz, Charmaz, McMullen, Josselson, Anderson, and McSpadden (2011) insisted that context comprehension, the results, and the context importance are part of qualitative knowledge. A qualitative study is a study that

involves verbal reasoning, relates to the social phenomenon in human's life, and collects whole specific data through comprehensive personal level observation without any influence of previous theory (Perry, 2011). So, it can be concluded that the qualitative method is suitable for the research because it can be used to analyse visual data related to the social phenomenon in human life, such as speech.

3.2. Participants

We used purposive sampling in this research. As disclosed by Cohen et al. (2018), qualitative research often adopts purposive sampling, the sampling method in which the writer handpicks the sample based on the writer's judgements, preferences, and sought features. In accordance with the research problems, we focused on a 13 minutes and 30 seconds video entitled "Joko Widodo, President of Indonesia, at the APEC CEO Summit" published in 2014 by APEC on YouTube.

3.3. Instruments

Based on Creswell and Creswell (2018), there are some data collection types: observations, interviews, documents, and digital audio-visual materials. In this research, the data were in the form of audio-visual digital materials and documents. The digital audio-visual materials were taken from a video entitled "Joko Widodo, President of Indonesia, at the APEC CEO Summit" at the APEC CEO Summit" published in 2014 by APEC on YouTube. Besides, the documents type digital materials were taken from the transcription of President Joko Widodo's speech entitled "Remarks by Indonesian President Joko Widodo at the APEC CEO Summit on November 10, 2014, in Beijing, China" from the website called www.setkap.go.id, which is the Cabinet Secretariat of The Republic of Indonesia official website.

3.4. Data Analysis

In this research, we adopted discourse analysis as the data analysis technique. As Fairclough (2013) claimed, the essentials of discourse analysis are to connect the detail of the particular case of bureaucratic practice to social analysis. The focus is on the process of production, interpretation, and broader cultural and social contexts of certain textual data. On the contrary, Cohen et al. (2018) contended that the qualitative research that adopts discourse analysis as the data analysis technique must reveal several levels of meanings in a particular text. As uttered by the experts, discourse analysis is suitable for analyzing speech and its transcript.

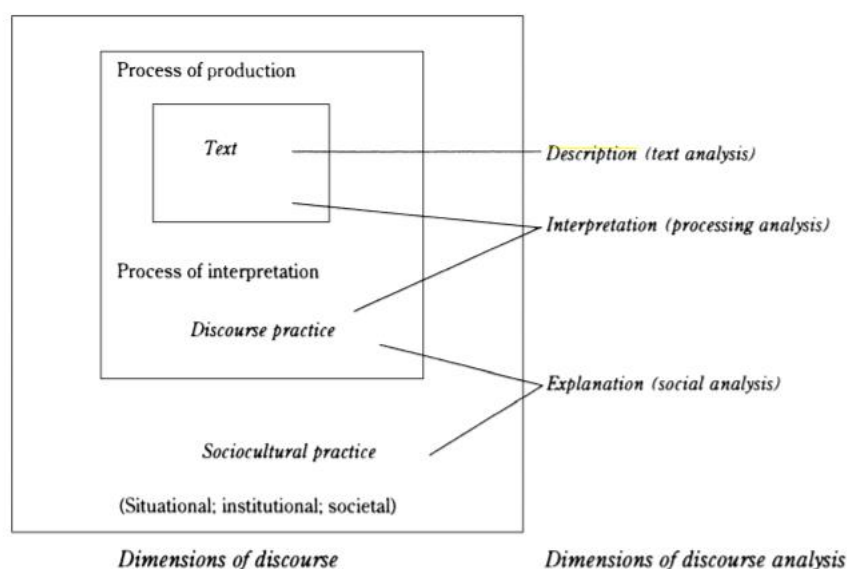


Figure 1. The pattern of Critical Discourse Analysis (CDA)

Source: Fairclough (2013)

Conforming to Fairclough (2013), there are three steps in analyzing the data in discourse analysis, which are:

1. Data Description

Fairclough (2013) claimed that a text could be analyzed through the descriptive step, the language feature of text description. In this research, we provided a description for each personal pronoun used by President Joko Widodo in the speech by writing down the sentence and coding each sentence based on its time sequence.

2. Data Interpretation

Data interpretation, also called processing analysis, refers to the situation in which a text and discursive process have a specific relationship that needs to be interpreted (Fairclough, 2013). He also emphasized that the data interpretation process is a course that connects the text to the discourse form. In this research, after describing the data, we found out the personal pronoun in each sentence, categorized each personal pronoun type, interpreted what each pronoun refers to in detail, and provided evidence of each interpretation (Appendix 1).

3. Data Explanation

Fairclough (2013) reported that data explanation is when the writer needs to give a specific explanation about how the discursive process is connected to the social process in detail. In this research, we classified the data into two categories: the effective and ineffective sentences (Appendix 2). An effective sentence is a clear sentence that does not create confusion and ambiguity for the reader or listener. On the contrary, the ineffective sentence is unclear and creates confusion and ambiguity for the reader or listener. We found out the effectiveness of the sentence by analyzing the sentence and its previous sentence to see whether the noun it is referring to is precise or not (Appendix 3). Due to the length of each appendix, we attach the files in our drive and can be accessed through <https://bit.ly/APECPronoun2014>.

4. FINDINGS

We found 72 sentences are consisting of 866 words in President Joko Widodo's 13 minutes and 30 seconds speech. We categorized the findings in accordance with the Fairclough's CDA pattern: (a) Data Description, (b) Data Interpretation, and (c) Data Explanation.

a. Data Description

We analyzed the pronoun and antecedent using the "Discourse Analysis Sheet" (Appendix 1). The pronoun and antecedent analysis was done sequentially based on the timestamp. Furthermore, we divided the speech using code "J" for President Joko Widodo's speech. The number following the "J" was made based on the time sequence. Indeed, there are 72 sentences in President Joko Widodo's speech, so the code is from "J01" until "J72". President Joko Widodo uses various personal pronouns in their speech, but the personal pronoun is "we" and "our". We provided the following table to show the elaboration of personal pronoun frequency.

Table 2. Personal Pronoun Frequency

Personal Pronoun	Count	%
I	13	11.2
Me	2	1.7
My	5	4.3
You (plural subjective)	3	2.6
You (plural objective)	13	11.2
Your (plural determiners)	7	6.0
His (determiners)	-	0.0
It (subjective)	1	0.9

It (objective)	-	0.0
We	40	34.5
Us	-	0.0
Our	21	18.1
They	2	1.7
Them	8	6.9
Their	1	0.9
TOTAL	116	100

President Joko Widodo uses the personal pronoun “we” 40 times and “our” 21 times. The personal pronoun “we” and “our”, considering that they are first-person plural personal pronouns, is the most used personal pronoun compared to other types of personal pronouns in a formal speech. In his speech, the usage of personal pronoun “we” and “our” outnumber the usage of the personal pronoun “I” even though three of those personal pronouns are the first-person personal pronoun. This condition shows that the President try to speak on behalf of their country. The personal pronoun “I” is a singular personal pronoun that only represents the speaker as the President of Indonesia. On the contrary, the personal pronoun “we” represents the speaker and other parties such as the country or the audience as a unity.

President Joko Widodo uses more personal pronoun “we” and “our” than the personal pronoun “I” because he would like to show that he does not act on his own as the President but speak on behalf of his country and people. As advanced by Dahnilyah (2017), the personal pronoun “we” and “our” have the highest aesthetical and rhetorical worth because they have the ability to gain the audiences’ regard. He also uttered that the personal pronoun “we” and “our” are used as a strategy to show that the speaker is a leader who respects pluralism and has a good sense of solidarity and togetherness.

b. Data Interpretation

In interpreting the data, we also categorized the antecedent analysis of President Joko Widodo’s Speech. We found that President Joko Widodo used personal pronouns 116 times in the 2014 APEC CEO Summit speech. From 24 types of the personal pronoun, he uses 12 types of the personal pronoun which are “I”, “me”, “my”, “it (subjective)”, “we”, “our”, “you (plural subjective)”, “you (plural objective)”, “your (plural determiners)”, “they”, “them”, and “their”. The details of each personal pronoun are served in the following table.

Table 3. Pronoun and Antecedent of President Joko Widodo

Pronoun	Antecedent	Frequency	
I	President of Indonesia	9	13
	The speaker as a Governor of Jakarta	4	
Me	President of Indonesia	1	2
	The speaker as a Governor of Jakarta	1	
My	President of Indonesia	5	5
It (subjective)	The national budget of Indonesia and the fuel subsidy	1	1
	The speaker (President Joko Widodo) and the attendees of 2014 APEC CEO Summit Speech	4	
We	Indonesia	7	40
	Indonesian government	26	
	Jakarta government	2	
	The speaker as a Governor of Jakarta and the 143 families who do not accept the compensation price	1	
Our	Indonesia	19	21
	Indonesian government	1	

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		The speaker (President Joko Widodo) and the attendees of 2014 APEC CEO Summit Speech	1	
You subjective)	(plural	The attendees of 2014 APEC CEO Summit Speech	3	3
You objective)	(plural	The attendees of 2014 APEC CEO Summit Speech	13	13
Your determiners)	(plural	The attendees of 2014 APEC CEO Summit Speech	7	7
They		The investors that come to the speaker (President Joko Widodo)	2	2
		The fishermen in Indonesia	3	
Them		The investors that come to the speaker (President Joko Widodo)	1	8
		The 143 families who do not accept the compensation price	4	
Their		The fishermen in Indonesia	1	1

One of the examples of the presidential statement is:

*“First, on behalf of the Indonesian Government and the people of Indonesia, I would like to thank **you** for coming to **my** presentation”. (J02)*

There are three personal pronouns in J02, which are “I”, “you”, and “my”. The personal pronoun “I” refers to the speaker, the President of Indonesia. The proof can be seen in the sentence itself, “on behalf of the Indonesian Government and the people of Indonesia”. It shows that President Joko Widodo does not speak only as himself, but as the representative, a President, of the Indonesian people and government. In addition, the personal pronoun “you” refers to the attendees of the 2014 APEC CEO Summit speech. The evidence can be found in the previous sentence (J01), which is:

“Excellencies, distinguished guests, ladies and gentlemen, and CEOs, good morning”. (J01)

President Joko Widodo greets the audiences at the beginning of his speech so that the condition is clear that the personal pronoun “you” refers to the attendees of the 2014 APEC CEO Summit speech that he mentions in his speech. Furthermore, the personal pronoun “my” also refers to the President of Indonesia. The proof can be seen in the sentence itself. The personal pronoun “my” refers to the pronoun “I” in this sentence. The personal pronoun “my” is the determiners form of the subjective personal pronoun “I” to correlate with each other.

The second example is:

*“So **we** want to channel **our** fuel subsidy from consumption to the productive activities”. (J10)*

There are two personal pronouns in J10: “we” and “our”. The personal pronoun “we” refers to the Indonesian government. It can be proven “on behalf of the Indonesian Government and Indonesian people” in J02. However, only the Indonesian government has the authority to channel the fuel subsidy, but the Indonesian people do not have any authority to channel the fuel subsidy. In this case, we concluded that the personal pronoun “we” refers to the Indonesian government.

On the contrary, the personal pronoun “our” refers to Indonesia, which can be analyzed through several sentences that include this and some of its previous sentences. The personal pronoun “we” and “our” in this sentence is connected because the personal pronoun “our” is a determiner form of the subjective personal pronoun “we”. So, the personal pronoun “our”

shows that the fuel subsidy belongs to the Indonesian government. However, we found another clue from another sentence (J08), which is:

“Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion”. (J08)

This sentence shows that the fuel subsidy and national budget belong to the personal pronoun “our” which refers to Indonesia. The proof can be taken from the previous sentence.

“The picture shows you our map of Indonesia”. (J05)

The phrase “map of Indonesia” shows that the speaker talks about the belonging of Indonesia. So, it can be concluded that the fuel subsidy does not belong to merely the Indonesian government, but it belongs to Indonesia as a unity of its government and its people.

c. Data explanation

In this stage, we analysed the effectiveness of personal pronoun usage by using the “Personal Pronoun Usage Assessment Rubric” (Appendix 2). We coded the effective criteria as “E” and the ineffective criteria as “I”. There are 13 effective criteria, so we coded them in sequence from “E1” until “E13”. Besides, there are six ineffective criteria, so we coded them in sequence from “I1” until “I6”. In this regard, we found effective and ineffective sentences regarding the personal pronoun usage in the Indonesian President’s speech. The thorough findings, which are in classification form, can be found in Appendix 3. In this section, we categorised the sentences into two categories which are effective sentences and ineffective sentences, in the following table:

Table 4. Personal Pronoun Usage Effectivity

Effectivity	Count
Effective	53
Ineffective	2

i. Effective

In total, President Joko Widodo has 55 sentences that contain personal pronoun usage in his speech, and there are only two ineffective sentences. The example of two effective sentences is:

1. “We want to build our mass transportation in 6 big cities in Indonesia”. (J32)
2. “We have started in Jakarta last year, and we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya”. (J33)

The first and second sentences are considered effective sentences because they fulfil the E10 in Appendix 2, which is subjective personal pronoun must be used when it is used to replace a subject. The personal pronoun “we” in J32 and J33 refers to the Indonesian government without confusing the reader. The antecedent pronoun does not need any conceptual distinction to be tracked directly from the phrase of the second sentence, which is “on behalf of the Indonesian Government”. Besides, the antecedent pronoun is not hidden, and it is not more than one. So, J32 and J33 are categorized as ineffective sentences because they do not fulfil the E10 criteria of Appendix 2.

Besides, the personal pronoun “our” in J32 is also effective. The personal pronoun “our” refers to Indonesia. It can be proven by the phrase “in 6 big cities in Indonesia” and the personal pronoun “we” in the sentence itself. The personal pronoun “we” in J32 refers to the Indonesian government, so the personal pronoun “our” is connected to the personal pronoun “we”. Furthermore, the J32 sentence can be considered effective because it fulfils the E12 criteria: an object must follow the determiner personal pronoun. The object that followed the personal pronoun “our” in this sentence is “mass transportation”, considered an effective sentence.

ii. Ineffective

We found two ineffective sentences in President Joko Widodo's speech regarding the usage of the personal pronoun.

1. "It's huge". (J09)

The J09 sentence is called an ineffective sentence because of the I5 criteria in Appendix 2, which is about apostrophe usage that can confuse the reader. The personal pronoun "it" refers to Indonesia's national budget and the fuel subsidy, but the problem is on the apostrophe. Apostrophe "s" can create an ambiguous context of meaning, whether it means "is" or "has" (Straus et al., 2014). It will be better to avoid apostrophe usage so that the reader or listener will not catch the wrong idea.

2. "We have a project, the Jakarta Outer Ring Road, started 15 years ago but was stopped 8 years ago, because we have a problem here: 1.5 kilometers unfinished because there is 143 families who do not accept with the compensation price". (J54)

The J54 sentence is considered an ineffective sentence. The personal pronoun "we" is already correct because it fulfils E10 of Appendix 2, a subjective personal pronoun that must be used to replace the subject of the sentence, but the problem is on the antecedent pronoun tracking process. It contains the conceptual distinction process, which is ineffective for non-native English speaker audiences. President Joko Widodo states, "when I was a governor" in the previous sentence (J53), but he does not tell the audience about the place description. So, it will be better to state clearly that he was the Governor of Jakarta rather than jumping into "we", which may create ambiguity for the audiences who may not know about that fact.

However, it does not mean that President Joko Widodo is an advanced personal pronoun user. President Joko Widodo mainly uses personal pronouns only to refer to Indonesia, the Indonesian government, and the audiences categorized as a living object with a gender (masculine or feminine).

5. DISCUSSION

Based on the result of data analysis, President Joko Widodo uses various personal pronouns in their speech, but the most used personal pronoun by both of them is the personal pronoun "we" and "our". He also uses more straightforward vocabulary choices in his speech. In this sense, we classified the method of speech employed by the president as the extemporaneous method, which means that he does not have a script.

Furthermore, even though personal pronouns do not have many significant problems, President Joko Widodo speaks the same sentences several times. For instance, he speaks "This is your opportunity" three times in his speech. Moreover, the pattern of his speech is relatively superficial. The simple structure of sentences shows that the speaker does not have significant exposure and pronoun mastery as a language user (Arnold et al., 2018). President Joko Widodo mainly uses simple sentences repeatedly, which can be proofed by the following sentence:

"We need power plants. We need around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones. So, we need power plants. This is also your opportunity to invest in this project. Because we need our power plants for manufacturing, for industrial zones".

Here, President Joko Widodo keeps starting his sentence with "we need," which shows a sign of an inexperienced language user. It shows that President Joko Widodo has a limited vocabulary and experience considering that he speaks for the first time as a President of Indonesia in an international event. In some cases, "we need" can be replaced with "we required" or "we demand" so that the speech will not be monotone and it will not seem like a repetition. Besides, the speaker also can combine those sentences into a compact sentence such as *"We need power plants, around 35,000 megavolts, to build our industries, projects, industrial zones and manufacturing zones. So, this is also your opportunity to invest in this*

project". So, there are two options to avoid a repetition either using a synonym of "need" or combining the sentence into a compact sentence.

In general, President Joko Widodo's speech has its advantages and disadvantages. President Joko Widodo's speech is more communicative and simpler to be understood by the audience, but his speech pattern shows that he is an inexperienced English language user. On the contrary, if the president used another kind of speech method, namely the manuscript method, he might present a different image to the audience. Another president presented at the APEC CEO Summit and used the manuscript method is President Michelle Bachelet from Chile. Her speech was more complex and seemed like a high-quality and well-made speech. However, this might come from the fact that her speech was written by a professional. However, she keeps reading a script to make her speech less communicative. Needless to say, the method of speech delivery and the speech itself must be adapted to the situation on the stage and the goal that the speaker wants to achieve.

6. CONCLUSION

Based on the findings and discussion, we concluded that various personal pronoun usage is found in the Indonesian President's 2014 APEC CEO Summit speech. The most frequent personal pronoun that the President used in his speech is "we" and "our". The President tried to show that he speaks on behalf of his country, and he has a sense of solidarity and togetherness with his country people. Besides, we found that each personal pronoun has its antecedent pronoun. The personal pronoun "I", "my", and "me" refer to the speakers as the President and representative of their country. Moreover, they also can be used as a reference word for the President to show experience. The personal pronoun "we" and "our" can be used as a reference word for the speaker and certain parties, such as the speaker's country, people or government. They are used to show that the President does not act independently, but the President includes the people and government to show solidarity and togetherness. Indeed, the personal pronoun is used to replace a noun and as a strategy in public speaking.

Regarding the effectiveness of the personal pronoun usage, the Indonesian President only has two ineffective sentences from 55 sentences. President Joko Widodo uses simple sentence structure and limited vocabulary. He also adopted the extemporaneous method and tried to be as communicative as possible. Indeed, the speech quality can be judged from many aspects, such as the personal pronoun usage, the sentence structure, the vocabulary, and the speech delivery method. Every strategy in doing formal speech has its advantages and disadvantages.

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