

***The Persuasion in Joko Widodo's Speech:
A Comparison between the Indonesian Source Text and Its
Annotated Translation in Mandarin***

**Persuasi dalam Pidato Joko Widodo:
Perbandingan antara Teks Sumber Bahasa Indonesia dan Terjemahan
Beranotasi dalam Bahasa Mandarin**

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Abstract

This study aims to describe persuasion strategies used by President Joko Widodo in his political speech that is delivered at the 2018 IMF-World Bank forum. The study is conducted by comparing the speech in bahasa Indonesia as the Source Text (ST) and its annotated Mandarin translations as the Target Text (TT). In order to describe Widodo's persuasion strategies, micro and macro level analysis is applied in this study. The former refers to the speaker's language skills and the translations; whilst the latter refers to the speaker-oriented context and situations-oriented contexts. The result of the study shows that: (i) The translation of Widodo's speech text has persuasive features of metaphors and catchwords; (ii) The translation technique applied to these features is "equivalent"; (iii) These features were used to encourage the audience to pay attention to the contexts-oriented persuasive messages and to take actions accordingly.

Abstrak

Kajian ini bertujuan untuk mendeskripsikan strategi persuasi Presiden Joko Widodo dalam pidato politis yang disampaikan pada pertemuan IMF-Bank Dunia tahun 2018. Kajian tersebut dilakukan dengan membandingkan Teks Sumber (TSu) bahasa Indonesia dan terjemahan beranotasi Teks Sasaran (TSa) bahasa Mandarin. Guna mendeskripsikan strategi persuasi tersebut, studi ini menggunakan analisis mikro dan makro. Analisis mikro merujuk pada analisis keterampilan bahasa dan terjemahannya. Analisis makro merujuk pada konteks pembicara dan konteks situasi. Hasil kajian ini menunjukkan bahwa: (i) Terjemahan teks pidato Widodo menggunakan fitur persuasi metafora dan *catchwords*; (ii) Teknik terjemahan yang diaplikasikan pada kedua fitur tersebut adalah "kesepadanan"; (iii) Fitur tersebut digunakan agar pembaca atau pendengar memfokuskan pada pesan persuasi yang berorientasi konteks, dan bertindak sesuai pesan persuasi tersebut.

1. Introduction

Political speech is one of important news published in Mandarin newspaper in Indonesia. During 2014 to 2019, Joko Widodo (the seventh President of the Republic of Indonesia) has delivered more than six political speeches that were published in Mandarin newspaper in Indonesia. The speeches consist of four international topics and two domestic topics. Besides, Joko Widodo quoted several television series' stories in his speeches and was praised for it. Based on a report by Egidius, the three stories that Joko Widodo used in his three different speeches at (three different) international forums during the period of 2016-2018 were: (i) "the Terminator" at the US-ASEAN Business Council; (ii) "Avengers: Infinity War" at the World Economic Forum of ASEAN; as well as (iii) "Game of Thrones" at 2018 IMF-WB Leader's Summit (Egidius, 2018). However, none of these three prominent speeches were translated into Mandarin.

The speech delivered by quoting "Game of Thrones" is especially persuasive in nature. It is full of metaphors (and *catchwords*) as its noteworthy persuasive linguistic features. The speech was intended to call all policy makers from countries that attended the forum for taking out wiser measures at the time, particularly in responding to the world's economic condition. Since the translated text is related to a country's policies (on politics, economics, socio-cultural, security, and military); it brings huge impacts for the world's stability. Therefore, a thorough understanding on political language in a speech text (including its contents, linguistic features, and contexts) will lead to an approximately equal or similar translation (equivalent messages), thus creating a harmonious international collaboration.

The core of political language lies on its often used abstract terms, such as: metaphors, *catchwords*, slogans (Newmark, 1991). Furthermore, Newmark elaborates metaphor as figurative expression, personification of an abstraction, as well as word that describes what it does not literally mean (Newmark, 1988). Hence, the main challenge in political language translation is the embedded "abstract concept". A scholar who conducts a research in the journalism studies academic field, Zhang elaborates the abstract concept of metaphor as one of persuasive techniques in a text of news (including news on speech text). Meanwhile, other persuasive techniques are: quotation, parallelism, and 顶针 'ding zhen' -a sentence begins with the final word or phrase of the previous sentence (Zhang, 2012). In regards to political language, since politics generalizes, the meaning of political language can only be understood through its contexts (Newmark, 1991). Thus, this study applies contexts (macro aspect) to understand the translation of linguistic features used in the speech text (micro aspect).

Previous research on the macro aspect of Political Discourse Analysis (PDA) as a theoretical method was demonstrated by Reyes, and Rangga. Reyes employed Aristotle's concepts of *ethos*, *logos*, and *pathos* as a basic method in analysing speech texts. Moreover, in contrasting Bush and Obama's speech texts, he focuses on the one specific linguistic feature of *informality* (Reyes, 2014). This feature is void in this research paper, since *informality* differs from persuasive that is naturally embedded in every formal political speech text, as well as in cross-cultural communication. Meanwhile, Rangga's previous research on persuasiveness builds upon Wodak's strong analysis (Wodak, 1989), that was used to analyse rhetorical features in bahasa Indonesia's micro aspects (Rangga, 2016). Furthermore, Rangga only considers macro

Adinda Natassa Valentine Hutabarat

The Persuasion in Joko Widodo's Speech:

A Comparison between the Indonesian Source Text and Its Annotated Translation in Mandarin

analysis within power and ideology as the point of view. Whilst, this study is based on *speaker-oriented and situation-oriented*, resulting in a different focus of Widodo's speech text. Rangga's study uses descriptive translation analysis ('function'-oriented translation), which paid attention to 'skopos' (the speaker's goal). Therefore, it is better if he verifies the unpredictable 'skopos' to the speaker prior conducting the research. Meanwhile, this study uses applied descriptive translation analysis ('product'-oriented translation), that pay attention to the political speech text from bahasa Indonesia to Mandarin. These orientations were based on Toury's "Holmes Translation Studies Map" that classifies '(Applied) Descriptive Translation Studies' into three categorisations: 'product', 'process', and 'function' (Toury, 1995).

Another significant difference is that linguistic feature analysis by Reyes, and Rangga were conducted in each single language of bahasa Indonesia and English texts. Meanwhile, the researcher of this study translates Widodo's speech text from bahasa Indonesia to Mandarin through an annotated translation method.

Previous research on micro aspect of the translation of linguistic features in the speech text through annotated translation technique was demonstrated by Lu and Novendi. Both scholars applied the technique to analyze literary books; whilst this study analyze the translation of political speech text. Observations from these multiple scholars, including scholars in the discourse studies academic field (Reyes, and Rangga); as well as scholars in the translation studies academic field (Lu, and Novendi) verified that comprehensive analysis of speech texts requires both micro and macro analysis (Reyes, 2014); (Rangga, 2016); (Lu, 1979); (Novendi, 2019). However, they have either employed one or the other. Hence this study begins to address this oversight through conducting both micro and macro analysis. In this study, the micro analysis is studied through "annotated translation" of linguistic features; while the macro analysis is studied through the *speaker-oriented* and *situation-oriented* contexts.

It is impossible to translate metaphors (and *catchwords*) without taking their contexts into considerations. As elaborated by Baker, metaphor (and *catchword*) are difficult expressions that can only be understood within their contexts (Baker, 2011). Therefore, analysis on metaphors (and *catchwords*) translation should pay attention on contexts as their coherence. Based on these coherences of contexts as their logical links, equivalent translations can be achieved. In general, contexts in translation studies refer to "relevant matters that are related to spatial and temporal environment as translation backgrounds, for instance: cultural value and norm, ideology, historical philosophy, fiction, et cetera" (Chesterman, 2002). I posit that context is the most important aspect to analyse, in order to gain a comprehensive understanding of the denotative meaning. This is also argued by leading scholar of PDA, namely Van Dijk (Dijk, 2009). Thus, the researcher will use contexts to analyse Widodo's speech text to understand the denotative meaning.

Apart from considering contexts, a translation is also influenced by general strategies that include ideologies, methods, and techniques used in translation studies. In terms of translation ideologies, a translation practically applies two kinds of ideologies namely domestication and foreignization. The former is used to transfer text's messages effectively by localizing them; whilst the latter functions as foreignizing the TT's messages from ST's cultural value and norm (Tang, 2013). In this study the researcher uses "annotated translation" as the technique. Previous studies on "annotated translation" was conducted by Lu (Lu, 1979); and Novendi

(Novendi, 2019). They used the translation of literary books. Meanwhile, the annotated translation in this study is on a political speech text. Moreover, this annotated translation will also discuss two particular items, namely: translation process, and research on translation studies. Meanwhile, in regards to translate metaphors (and *catchwords*) as special linguistic features in this study, Baker argues there are six types of translation techniques on metaphor (Baker, 2011), which are: (i) using metaphor with equivalent messages and forms; (ii) using metaphor with equivalent messages in different forms; (iii) borrowing ST's metaphor; (iv) paraphrasing, if there is no equivalent metaphor in the TT; (v) omitting some part of metaphor; (vi) omitting the whole metaphor (Baker, 2011).

A scholar in translation studies, Toury divided translation into three orientations, that are: 'product', 'process', and 'function' (Toury, 1995). This study on annotated translation belongs to the branch of "pure" descriptive, in particular by combining two kinds of orientations i.e. process and product. This study on annotated translation of Widodo's speech text from bahasa Indonesia (source language text, ST) into Mandarin (target language text, TT) uses PDA as its theoretical method within two aspects namely micro and macro. The macro aspect refers to the context as background for analysis (Munday, 2001). This aligns with the nature of discourse as language used in a context (Boase-Beier, 2006). The macro aspect combines two points of view: *speaker-oriented* and *situation-oriented*. Speaker-oriented refers to the speaker's role (for example Widodo's role as the Chair and Leader of the Host country), while situation-oriented refers to the historical situation and political situation (Dijk, 2009). Meanwhile, the micro aspect refers to the translation of linguistic features within the communication function as the main consideration. The micro aspect is comprehensively analyzed through applied descriptive translation analysis, in an attempt to achieve "dynamic equivalence". It can be known as Newmark (Newmark, 1991) stated: "*a good translation 'dynamic equivalence' for a text is always possible, and what the translator aims for. But the perfect translation equivalence for texts does not exist*". This "equivalence" must always be "contextually-oriented".

2. Method

The data in this study compiled from Widodo's speech text in bahasa Indonesia was retrieved from an official website of widespread media in Indonesia, namely Liputan6.com (Liputan6, 2018). The speech text was delivered at the 2018 IMF-WB Leaders' Summit. This text was then translated into Mandarin as an annotated translation by the researcher, currently a *translation trainee* at the Graduate Institute of Translation and Interpretation in one of the universities in Taipei. The text that was translated by the researcher is the TT of the study. The overall speech text consists of 830 Indonesian words (ST) and 1,975 Mandarin characters (TT).

The background of the main data of the speech on IMF-WB 2018 in Bali is as follows: the main actors at the Leader's Summit were Joko Widodo, Head of Governments and Head of States, Managing Director of IMF, President of the World Bank, Head of Board of Directors of IMF, Head of Central Banks, Ministers, Ambassadors and High-Level Officials, as well as Delegates. In his speech (Kompas, 2018), Widodo reminded all of the world economic leaders of the need to unite in facing global economic and environmental threats. Widodo also reiterated that tackling these challenges was a matter of utmost important—today it is not the time

Adinda Natassa Valentine Hutabarat

The Persuasion in Joko Widodo's Speech:

A Comparison between the Indonesian Source Text and Its Annotated Translation in Mandarin

for the countries to compete and dominate each other; on the contrary, it is a time for all countries to cooperate and collaborate. The speaker, Joko Widodo, also likened today's world economic condition to that of *'Game of Thrones'* (a famous television series based on Martin's fantasy novels) of which 'the Houses' in the stories struggling for the 'Iron Throne' that symbolises power. Similarly, countries today compete for economic power (through trade war). While each 'House' was fighting one another, none of them realized that there was a winter threat coming from the world's northern part—metaphorically described as a threat to the world. Similarly, the climate change in today's world has caused an increasing number of storms to strike parts of the world, as well as increasing the littering of plastics in the sea which pollute the world's food supply chain. If countries still insisted on continuing to fight each other, as predicted, the result would be the world's disaster.

In regards to the translation, the TT may influence the audience's perceptions from what the speaker described in the ST. Thus, this study applies comparative analysis as its method, that is: by comparing the translation product of the TT and the ST within contexts (Chesterman, 2002). Moreover, by applying this comparative analysis, an "equivalent" translation will be achieved (Chesterman, 2002). This study analyses persuasive linguistic features (besides parallelism, repetition, and rhetorical questions), that exist in the speech in bahasa Indonesia (ST) and in Mandarin (TT), namely: (i) metaphors ("*seperti*", "*bagaikan*"); and (ii) *catchwords* ("*Game of Thrones*", "*Great Houses*", "*Iron Throne*", "*Mother of Dragons*", "*House*", "*Evil Winter*"). Both features are analyzed through annotated translation. The annotated translation is a translation with annotation, that consists of two procedural steps: (i) identification of the translation problems, and (ii) application of the translation techniques (as the translation solutions), as well as reasoning-elaboration on the techniques applied. Annotated translation (translation with commentary) is an introspective and retrospective translation research, in which the researcher also acts as a translator. Then, the researcher (who is also conduct the translation) comments on what he or she has done in the translation process. The main contributions of annotated translations are: (i) enlighten the translator in improving his or her translation quality; and (ii) inspire other translator to practice the similar translation process (Chesterman, 2002).

Therefore, this study explores two specific questions regarding the relationship between translation and persuasiveness: Firstly, how does the translation of linguistic features in the speech text (metaphors and *catchwords*) persuades the target audiences through "persuasion"? Secondly, what are the speech text's macro contexts (speaker-oriented and situation-oriented)? I find out that there are one metaphor and several elements of *catchwords* in the speech text on IMF-WB that will be further analyzed in-depth as examples in this study. This research takes several sentences in paragraph 6 as its units of analysis. The researcher used several online dictionaries to find out the denotative and connotative meanings of these units of analysis. The online dictionaries are: Kamus Besar Bahasa Indonesia/KBBI, Collins Dictionary of English, 新华字典 'xin hua zi dian', as well as 词林词典 'ci lin ci dian'.

3. Persuasion in Micro and Macro Analysis

3.1. Persuasion in Micro Analysis

The micro analysis is the analysis of linguistic patterns in the ST and TT. The micro analysis shows that the speech text consists of metaphors and *catchwords* (as

the main noteworthy features). The speaker uses four metaphors (including a personification) in sentences on sequence paragraphs (of paragraph 5, 6, 7, 8) to persuade the audience. In the text's translation, the researcher uses some metaphor markers that are common in Mandarin; for example: (i) "seperti" (像) 'xiang' (in a sentence of paragraph 5); (ii) "bagaikan" (好像...一样) 'hao xiang...yi yang' (in a sentence of paragraph 6); and (iii) "seperti" (如) 'ru' (in sentences of paragraph 7 and 8). These metaphor markers are relatively similar in the usage, and have no significant differences in meanings. Besides metaphors, Widodo used six *catchwords*, such as Martin's *Winter is Coming* 凛冬将至 'lin dong jiang zhi' (Paragraph 3), *Game of Thrones* 权力游戏 'quan li you xi' (Paragraph 5), *Great Houses* 大家族 'da jia zu', *The Iron Throne* 铁王座 'tie wang zuo', *Mother of Dragons* 龙母 'long mu', *Evil Winter* 邪恶的冬天 'xie e de dong tian' (Paragraph 7), and *Last Season* 最后一季 'zui hou yi ji' (Paragraph 12 and 14). Other examples of *catchwords* are Kennedy's "ask not what your country can do for you, ask what you can do for your country", and Marthin Luther King Jr.'s "I Have a Dream" (Carpenter, 2012). However, this study will only focus its discussion on annotated translation of one metaphor and one *catchword* as examples.

3.1.1. Persuasive Metaphor

Metaphor aids the audience in easily understanding the implicit meaning as intended by the speaker (Searle, 1979). However, to understand the intended *implicit meaning*, the audience should have the same knowledge as the speaker in regards to the words or sentences' connotations (Searle, 1979). Metaphors are signed by several markers, such as: "Seperti", "Bagaikan" (in bahasa Indonesia), like, if, just as, as, and similar (in English), 若 'ruo', 譬如 'pi ru', 犹 'you', 譬犹 'pi you', 如 'ru' (in Mandarin). Thus metaphorical markers (喻体 'yv ti') can be seen to integrate the main part (本体 'ben ti'), and the extended part (延展体 'yan zhan ti') (Li, 2012).

The speaker uses metaphor—the description of abstract concept through concrete ideas—in sentence to persuade the audience. In a sentence in paragraph 6 of the translation text, the researcher uses metaphor marker that is common in Mandarin, namely: 好像...一样 'hao xiang...yi yang'. This metaphor marker has equivalent meaning to "bagaikan". The paragraph 6 is as follows:

Table 1
Metaphor

bahasa Indonesia (ST)	Mandarin (TT)
(P.6) Dalam serial "Game of Thrones", sejumlah Great Houses, Great Families...bertarung hebat antara satu sama lain, untuk mengambil alih kendali..."the Iron Throne". "Mother of Dragons" menggambarkan siklus kehidupan. Perebutan kekuasaan antar para "Great Houses" itu bagaikan sebuah roda besar yang berputar.	(P.6) 在 "Game of Thrones" (权利游戏) 这部电影里，一些 Great Houses 和 Great Families (大家族) 互相打仗来夺取 "Iron Throne" (铁王座) 的掌控力。"Mother of Dragons" (龙母) 象征生命的循环，打仗意味着 "权力竞争"。"Great Houses" (大家族) 之间的打仗就好像一个正在转动的大轮子一样。当大轮子转动的时候，一个 Great House (大家族) 就成为战胜者，而另一个 House (家族) 就遇到困难并沉沦为失败者。换句话说，在一个 House (家族) 打仗别的 House (家族) 就能称为战胜者。 Zai "Game of Thrones" (quan li you xi) zhe bu dian ying li, yi xie Great Houses he Great Families (da jia zu) hu xiang da zhang lai

Adinda Natassa Valentine Hutabarat

The Persuasion in Joko Widodo's Speech:

A Comparison between the Indonesian Source Text and Its Annotated Translation in Mandarin

<p>Seiring perputaran roda..., satu <i>Great House</i> tengah Berjaya, sementara <i>House</i> yang lain menghadapi kesulitan... dan setelahnya,...<i>House</i> yang lain Berjaya, dengan menjatuhkan <i>House</i> yang lain.</p>	<p>duo qv “<i>Iron Throne</i>” (tie wang zuo) de zhang kong li. “<i>Mother of Dragons</i>” (long mu) xiang zheng sheng ming de xvn huan, da zhang yi wei zhe “quan li jing zheng”. “<i>Great Houses</i>” (da jia zu) zhi jian de da zhang jiu hao xiang yi ge zheng zai zhuan dong de da lun zi yi yang. Dang da lun zi zhuan dong de shi hou, yi ge <i>Great House</i> (da jia zu) jiu cheng wei zhan sheng zhe, er ling yi ge <i>House</i> (jia zu) jiu yv dao kun nan bing chen lun wei shi bai zhe. Huan jv hua shuo, zai yi ge <i>House</i> (jia zu) da zhang bie de <i>House</i> (jia zu) jiu neng cheng wei zhan sheng zhe.</p>
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From the ST, the phrase “perebutan kekuasaan” at the third sentence of paragraph six literally means “proses/cara/perbuatan merebut (merampas) kuasa/kemampuan/kesanggupan/daerah yang dikuasai/kemampuan orang atau golongan untuk menguasai orang atau golongan lain berdasarkan kewibawaan/wewenang/karisma/kekuatan fisik” (according to definition in online dictionary of Kamus Besar Bahasa Indonesia/KBBI, accessed on August 8th 2020) (Indonesia/KBBI). Meanwhile in this political speech, it is used as a metaphor. The denotative meaning of “perebutan kekuasaan” is used to depicts “bagaikan sebuah roda besar yang berputar” that has metaphorical or figurative meaning of a contest. The contest is like a great big wheel that turns in fighting for the *Iron Throne* (铁王座) ‘tie wang zuo’ – a symbol of the supreme power. This metaphor is persuasive in a logical thinking-based of narrative argumentation.

The phrase is translated into 打仗 ‘da zhang’ that literally means 进行战争，进行战斗 ‘jin xing zhan zheng, jin xing zhan dou’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020) (新华字典). This definition is equivalent to the meaning of ‘perang’ in bahasa Indonesia. In Mandarin there is another similar metaphor of “roda berputar” that describes “a tactic used in war”, namely: “perang roda” (车轮战) ‘che lun zhan’ (according to idiom definition in online dictionary of 词林词典 ‘ci lin ci dian’, accessed on August 8th 2020) (词林词典). However, this metaphor has a different denotative meaning. Hence, in this study the researcher applied metaphor with dynamic equivalent in different form as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience.

3.1.2. Persuasive Catchword

Catchword is not applied for creating stylistic nuances in the texts. Rather, it produces a psychological effect upon the audience, as well as adding a lively personality to the speech texts (Verdonk, 2006). *Catchword* is one of the more important elements in communicating political messages; in order to show positive image, to move the audiences’ emotions, and to influence the utterance meaning to the audiences (Wodak, 1989). This study also aims to emphasis *catchwords* as its own category in Widodo’s speech texts on IMF-WB.

To its modern audience, the *Game of Thrones* narrative represents collective unconscious, in other words, the unconsciousness of memories from (our) *evolutionary past* (Mackrell, 2019). Although the *catchword* “*Game of Thrones*” (GoT) has no equivalence in bahasa Indonesia as ST, it may have an equivalence in Mandarin as TT, and is persuasive. It is assumed that the audiences understand the narrative in GoT, and that the terms in GoT are applicable; this is Widodo’s creative technique. GoT

is known widely throughout the world and its popularity exceed the pop cultures of 'Harry Potter' and 'Star Wars' (Adalian, 2012). GoT also has an international fan base, with fans including former American President Barack Obama, former British Prime Minister David Cameron, and former Australian Prime Minister Jullia Gillard. The researcher has translated the *catchwords* from bahasa Indonesia into Mandarin. One of the examples of the *catchwords* is depicted in Paragraph 5, as follows:

Table 2
Catchword

bahasa Indonesia (ST)	Mandarin (TT)
(P.5) Namun akhir-akhir ini, hubungan antara negara-negara ekonomi maju...semakin lama semakin terlihat seperti "Game of Thrones" ... Balance of power...dan aliansi negara-negara ekonomi maju...sepertinya tengah mengalami keretakan...Lemahnya kerjasama dan koordinasi telah menyebabkan terjadinya banyak masalah...seperti peningkatan drastis harga minyak mentah...dan juga kekacauan di pasar mata uang yang dialami negara-negara berkembang...	(P.5) 但最近，发达国家之间的关系越来越像 "Game of Thrones" ("权力游戏")。发达国家之间的平衡和结盟仿佛遭受破坏。彼此间的协调和合作减少，造成许多问题，比如：原油价格剧烈的上涨，以及发展中国家在货币市场上的混乱状况。 'Dan zui jin, fa da guo jia zhi jian de guan xi yue lai yue xiang "Game of Thrones" ('quan li you xi'). Fa da guo jia zhi jian de ping heng he jie meng fang fu zao shou po huai. Bi ci jian de xie tiao he he zuo jian shao, zao cheng xv duo wen ti, bi ru: yuan you jia ge jv lie de shang zhang, yi ji fa zhan zhong guo jia zai huo bi shi chang shang de hun luan zhuang kuang.

The *catchword* "Game of Thrones" at the first sentence of paragraph five literally means "an activity or sport usually involving skill/knowledge or chance in which you follow fixed rules and try to win against an opponent or to solve a puzzle, a decorative chair used by a king/queen or emperor on important official occasions" (according to definition in online Collins Dictionary of English, accessed on August 8th 2020) (Dictionary). Meanwhile in this political speech, it is used as *catchword*. The denotative meaning of "Game of Thrones" is used to depicts "a contest that is like a great big wheel that turns in fighting for the *Iron Throne* (铁王座) 'tie wang zuo' – a symbol of the supreme power". This *catchword* is persuasive in a logical thinking-based of narrative argumentation. The *catchword* is translated into 权力游戏 'quan li you xi' that literally means 政权的力量, 玩耍 'zheng quan de li liang, wan shua' (according to definition in online dictionary of 新华字典 'xin hua zi dian', accessed on August 8th 2020) (新华字典). This definition is equivalent to the denotative meaning of "Game of Thrones".

This adaptation into Mandarin's general style means using "*linguistic imagery*" (语象) 'yv xiang' (as an addition to logical thinking-based of narrative argumentation). By means of this "*linguistic imagery*", the core message of actor as well as plot in the television series of "Game of Thrones" through its Mandarin *catchword* can be easily understood by the audience. Moreover, by doing so, the audience's heart and mind would be emotionally touched and moved. Thus, this translation considers the context relation between *catchword* and "*linguistic imagery*".

3.2. Persuasion in Macro Analysis

This study applies two contexts of macro analysis: speaker-context and situation-context. The former means that Widodo as a political leader did not only address *the nation*, but also spoke informally to the *ordinary people*. Furthermore, one of the most important skills for a political leader is to be able to combine the various ways of speaking skillfully, such as formal or informal, ceremonial oriented or feeling oriented, publicity or privacy; whilst at the same time still maintaining the personal image of someone who is normal, decent, and amiable (Fairclough, 2003). The latter includes both the historical and political situations that are influencing the world—or in regards to Widodo’s speeches both the historical aspect of the world, and of Indonesia during the time when the speeches were delivered to the audiences.

In discourse analysis, *meaning* is laid in the contexts. Political speech is a genre of political discourse, and is part of public discourse (Matic, 2012). Furthermore, theory about meaning is also closely related to the social, cultural, political, and historical aspects. In translation texts, the *meaning* consists of *semantic meaning*, and not *pragmatic meaning*. The former is very important for the translator and interpreter, while the latter is closely related to diplomacy (Lemke, 1995). In this study, the macro analysis will use two different contexts: speaker-oriented context, and situation-oriented context.

3.2.1. Speaker-oriented Context and the Persuasion

Since the speaker, Joko Widodo, acted as the President of the Republic of Indonesia; the context is analyzed from the values of the Indonesian people, and not from Widodo’s education, social class, age, race background. However, the speaker’s political power is reflected in the authority, knowledge, expertise, and speaker’s ability to instruct, to order, and to give direction. Moreover, the speaker is a guardian of truth, a seer of future, and a bringer of good tidings (Dijk, 1997).

Table 3
Speaker-oriented Context

bahasa Indonesia (ST)	Mandarin (TT)
Bismillahirrahmanirrahim, Ass. Wr. Wb.; Om Swastyastu; Namo Buddhaya; Salam Kebajikan.	Ass. Wr. Wb., Om Swastiastu, Namo Buddhaya, Salam Kebajikan (印尼所承认的6个宗教当中的4个具有特色且不同的问候), 下午好! 'Ass. Wr. Wb., Om Swastiastu, Namo Buddhaya, Salam Kebajikan (Yin ni suo cheng ren de 6 ge zong jiao dang zhong de 4 ge jv you te bie qie bu tong de wen hou), xia wu hao'!

From the ST, the phrase “Ass. Wr. Wb., Om Swastyastu, Namo Buddhaya, Salam Kebajikan” at the opening greetings of the speech text serves as the welcoming greetings imbued with Indonesian religious character. In this political speech, it is used to depicts the fore mentioned culture for the audience, that represents opening greetings of four religions (Moslem, Hindu, Buddhis, Confucian) out of six religions that are acknowledged by the Government of Indonesia. These religious terms of opening greetings are based on Indonesia’s national ideology and philosophy “Pancasila”, as well as the nation’s slogan of “*Bhinneka Tunggal Ika*” (unity in

diversity).

The phrase is translated into (印尼所承认的 6 个宗教当中的 4 个具有特色，且不同的问候)，下午好！’ (Yin ni suo cheng ren de liu ge zong jiao dang zhong de si ge jv you te se qie bu tong de wen hou), xia wu hao! This definition means 从正午十二点后到日落的一段事件，生活幸福！’cong zheng wu shi er dian hou dao ri luo de yi duan shi jian, sheng huo xing fu!’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020). This definition is equivalent to the meaning of “Ass. Wr. Wb., Om Swastyastu, Namō Buddhaya, Salam Kebajikan” in bahasa Indonesia. Hence, in this study the researcher applied dynamic equivalent in different form as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience.

Furthermore, Widodo uses persuasion in the speech text, in order to urge the audiences to pay attention to the details in his argument. This persuasion reflects “speaker-oriented context”. His persuasion is formulated through: (i) decision-making, (ii) order-giving, (iii) taking-actions, as follows:

3.2.1.1. Persuasion in Decision-making.

Table 4
Decision-making

bahasa Indonesia (ST)	Mandarin (TT)
(P.14) Saya ingin menegaskan bahwa... saat ini kita masuk pada ‘Season Terakhir’ dari pertarungan ekspansi ekonomi global yang penuh rivalitas dan persaingan. Bisa jadi situasinya lebih genting dibanding krisis finansial global sepuluh tahun yang lalu.	(P.14) 我想强调的是，目前我们在进入充满对立和竞争的全球经济战争之‘最后一季’。这种情况与 10 年前的全球金融危机比起来更严重，更危险。 ‘Wo xiang qiang diao de shi, mu qian wo men zai jin ru chong man dui li he jing zheng de quan qiu jing ji zhan zheng zhi ‘zui hou yi ji’. Zhe zhong qing kuang yv 10 nian qian de quan qiu jin rong wei ji bi qi lai geng yan zhong, geng wei xian.

From the ST, the phrase “Season Terakhir” at paragraph fourteen literally means “masa atau waktu paling akhir” (according to definition in online dictionary of Kamus Besar Bahasa Indonesia/KBBI, accessed on August 8th 2020) (Indonesia/KBBI). Meanwhile in this political speech, it is used as the speaker’s persuasion through “decision making”. The denotative meaning of “Season Terakhir” is used to depicts the speaker reiteration on the current situation (at the time the speech was conveyed) as the very last moment of global economic expansion that full of rivalry and competition.

The phrase is translated into 最后一季 ‘zui hou yi ji’ that literally means 进行战争、进行战斗 ‘jin xing zhan zheng, jin xing zhan dou’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020) (新华字典). This definition is equivalent to the meaning of “Season Terakhir” in bahasa

Adinda Natassa Valentine Hutabarat

The Persuasion in Joko Widodo’s Speech:

A Comparison between the Indonesian Source Text and Its Annotated Translation in Mandarin

Indonesia. Hence, in this study the researcher translated the speaker’s persuasion through “decision making” by applying dynamic equivalent in similar form and message as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience.

3.2.1.2. Giving Order Persuasively

Table 5
Order-giving

bahasa Indonesia (ST)	Mandarin (TT)
(P.15) Kami bergantung pada Saudara-saudara semua...para pembuat kebijakan moneter dan fiskal dunia...untuk menjaga komitmen kerjasama global... Saya sangat berharap... saudara-saudara akan berkontribusi...dalam mendorong para pemimpin dunia untuk menyikapi keadaan ini secara tepat... Diperlukan kebijakan moneter dan kebijakan fiskal...yang mampu menjaga dampak dari Perang Dagang...Disrupsi Teknologi, dan ketidakpastian pasar...	(P.15) 我们都依靠在座的各位，全球金融和财政的政策专家，来维护全球合作的承诺。 我真心希望在座的各位鼓励世界领导人采取合适并明智的方式来面对这种情况。 我们都需要各位政策制定者为贸易战争、科技发达和市场不确定性所导致的影响制定和实施正确的金融和财政政策。 Wo men dou yi kao zai zuo de ge wei, quan qiu jin rong he cai zheng de zheng ce zhuan jia, lai wei hu quan qiu he zuo de cheng nuo. ‘Wo zhen xin xi wang zai zuo de ge wei gu li shi jie ling dao ren cai qv he shi bing ming zhi de fang shi lai mian dui zhe zhong zhuang kuang’. Wo men dou xv yao ge wei zheng ce zhi ding zhe wei mao yi zhan zheng, ke ji fa da he shi chang bu que ding xing suo dao zhi de ying xiang zhi ding he shi shi zheng que de jin rong he cai zheng zheng ce.

From the ST, the phrase “berkontribusi dalam mendorong” at paragraph fifteen literally means “mempunyai kontribusi untuk mendesak atau memaksa supaya berbuat sesuatu” (according to definition in online dictionary of Kamus Besar Bahasa Indonesia/KBBI, accessed on August 8th 2020) (Indonesia/KBBI). Meanwhile in this political speech, the phrase is used as the speaker’s persuasion through “order giving”. The denotative meaning of “berkontribusi dalam mendorong” is used to emphasise one of Widodo’s ideas, that is: economic stability should be the Leader’s main concern in in order to maintain economic growth. Every country (poor or rich, big or small, developed or developing) is “part of the world” that has “collective responsibility” to support the “sustainable economy”. The world’s “common threat” (symbolises by the *catchword* “Evil Winter”) cannot be solved or overcome with only the effort of a few countries.

The phrase is translated into 鼓励 ‘gu li’ that literally means 激发、勉励 ‘ji fa, mian li’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020) (新华字典). This definition is equivalent to the meaning of “berkontribusi dalam mendorong” in bahasa Indonesia. Hence, in this study the researcher translated the speaker’s persuasion through “order giving” by applying dynamic equivalent in similar form and message as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience.

3.2.1.3. Taking Actions Persuasively

Table 6
Taking-actions

bahasa Indonesia (ST)	Mandarin (TT)
(P.16) Saya harap Pertemuan Tahunan kali ini berlangsung produktif... Saya harap Anda semua mampu menyerap tenaga dan memetik inspirasi... indah nya alam Bali dan Indonesia. Untuk menghasilkan kejernihan hati dan pikiran... dalam memperbaiki kondisi finansial global... untuk kebaikan Bersama.	(P.16) 我希望今年的峰会进行得很顺利。我希望各位都能从印尼和巴厘岛的自然风景中获得力量和灵感，并且提起精神和心力去采取具体措施。为共同的益处而改善全球的金融情况。 Wo xi wang jin nian de feng hui jin xing de hen shun li. ‘Wo xi wang ge wei dou neng cong Yin ni he Ba li dao de zi ran feng jing zhong huo de li liang he ling gan, bing qi ti qi jing shen he xin li qv cai qv ju ti cuo shi. Wei gong tong de yi chu er gai shan quan qiu de jin rong qing kuang’.

From the ST, the three phrases “menyerap tenaga dan memetik inspirasi”, “menghasilkan kejernihan hati dan pikiran”, “memperbaiki kondisi finansial global” at paragraph sixteen literally means “membawa masuk energi dan mengambil inspirasi”, “mengeluarkan kejernihan hati dan pikiran”, “membetulkan kondisi finansial global” (according to definition in online dictionary of Kamus Besar Bahasa Indonesia/KBBI, accessed on August 8th 2020) (Indonesia/KBBI). Meanwhile in this political speech, the phrases are used as the speaker’s persuasion through “taking actions”. The denotative meanings of these phrases are used depicts the speaker’s hope that the world’s policy makers on financial affairs will take several actions: (i) raising spirit and inspiration, (ii) producing pure hearts and minds, (iii) fixing the global financial crisis.

The three phrases are translated into: (i) 获得力量和灵感 ‘huo de li liang he ling gan’ that literally means 得到力量和灵感 ‘de dao li liang he ling gan’, (ii) 提起精神和心力 ‘ti qi jing shen he xin li’ that literally means 引起或提出精神和心力 ‘yin qi huo ti chu jing shen he xin li’, (iii) 改善全球的金融情况 ‘gai shan quan qiu de jin rong qing kuang’ that literally means 改变原有情况使好一些 ‘gai bian yuan you qing kuang shi hao yi xie’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020) (新华字典). This definition is equivalent to the meaning of the three phrases in bahasa Indonesia. Hence, in this study the researcher translated the speaker’s persuasion through “taking actions” by applying dynamic equivalent in different form as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience. The researcher also added 去采取具体措施 ‘qv ju ti cuo shi’ that literally means “dalam mengambil kebijakan konkrit”, as the overall reiteration of the three phrases. By means of this technique, the speaker’s core message can be easily understood by the Mandarin audience, in particular since the translation is in line

with the writing principle of coherent, clear, and smooth in Mandarin.

In the speech text, Widodo frequently used a collective perspective, that is signed by the word “*Kita*” (We) 我们 ‘wo men’ and “*Kami*” (We as the developing countries) 我们：发展中国家 ‘wo men: fa zhan zhong guo jia’. Hereby, “*Kami*” is not translated as (We) 咱们 ‘zan men’ in Mandarin, for 咱们 ‘zan men’ is used as a pronoun in informal conversation between peers or as an address to younger people. Instead, the word (We) 我们 ‘wo men’ is more suitable for formal speech and is intended to address audiences respectfully. The perspective of “*Kita*” in “collective form of the people” has three different meanings: the first being people as a nation, the second being people as a socio-economic class, and the third being people as a politically sovereign entity. Meanwhile, the word “*Saya*” (I) 我 ‘wo’ presents Joko Widodo as the President (as a representable of the Indonesian people). Besides using the subjects (We) and (I), Widodo also applied various perspectives, such as “*Anda*” (referring to the audiences); “*Saudara-saudara*” (meaning the world’s policy makers on monetary and fiscal issues); and “*Mereka*” (referring to the *Great Houses*). In the speech, the most used perspective “*Kita*” (We) 我们 ‘wo men’ reflects Widodo ability to motivate, to inspire, and to give people a sense of direction.

3.2.2. Situation-oriented Context and the Persuasion

In this study of Widodo’s speech text, the situation context refers to these historical, political, and economic situations. Since the speech texts were delivered during Joko Widodo’s first term of Presidential administration, historical, political, and economic situations are traced back to early 2014. The speech text is inseparable from Indonesia’s “*Nawacita*” or Nine-priority Agendas ‘*Nawa=Nine, Cita=Agendas*’ (Kompas, 2014)—the vision and mission initiated by Widodo and Kalla at the presidential election in 2014. The Nine-priority Agendas is the elaboration of Indonesia’s first President Soekarno’s three pillars “*Trisakti*” (characterized as being politically sovereign, economically self-sufficient, and culturally distinctive). The two different reiterations can be seen in the paragraph below:

Table 7
Situation-oriented Context (1)

bahasa Indonesia (ST)	Mandarin (TT)
<p>(P.2) Bapak dan Ibu sekalian, Sepuluh tahun yang lalu, kita mengalami Krisis Finansial Global. Berkat langkah-langkah kebijakan moneter dan fiskal yang luar biasa, yang membutuhkan keberanian politik yang besar, Saudara-saudara para pembuat kebijakan, telah menyelamatkan dunia dari depresi global, yang pada waktu itu sudah di depan mata. Untuk itu, kami menyampaikan selamat atas kesuksesan Saudara-saudara, dalam mengatasi Krisis Finansial Global tahun 2008.</p>	<p>(P.2) 10 年前，我们都面临全球金融危机。多亏各位政策家，勇敢地制定了非常优秀的融资和财政政策，拯救了全世界，使我们当时没有陷入摆在我们眼前的全球金融危机。因此，我们要祝贺在座的每一位政策制定者；各位在 2008 年全球金融危机上采取了很成功的对应措施，真令人佩服！ '10 nian qian, wo men dou mian lin quan qiu ji rong wei ji. Duo kui ge wei zheng ce jia, yong gan de zhi ding le fei chang you xiu de rong zi he cai zheng zheng ce, zheng jiu le quan shi jie, shi wo men dang shi mei you xian ru bai zai wo men yan qian de quan qiu jin rong wei ji. Yin ci, wo men yao zhu he zai zuo de mei yi wei zheng ce zhi ding zhe; ge wei zai 2008 nian quan qiu jin rong wei ji shang cai qu le hen</p>

cheng gong de dui ying cuo shi, zhen ling ren pei fu!

From the ST, the phrase “yang membutuhkan keberanian politik yang besar” at paragraph two literally means “perlu menggunakan keadaan berani dalam bertindak atau mengeluarkan kebijakan” (according to definition in online dictionary of Kamus Besar Bahasa Indonesia/KBBI, accessed on August 8th 2020) (Indonesia/KBBI). Meanwhile in this political speech, the phrase is used as situation preposition that emphasises the situation-oriented context. The denotative meaning of the phrase is used to depict the importance of “political courages” to overcome the global financial crisis in 2008.

The phrase is translated into 勇敢地制定了 ‘yong gan de zhi ding le’ that literally means 不怕困难、危险和牺牲的道德品质定出 ‘bu pa kun nan, wei xian he xi sheng de dao de pin zhi ding chu’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020) (新华字典). This definition is equivalent to the meaning of “yang membutuhkan keberanian politik yang besar” in bahasa Indonesia. Hence, in this study the researcher applied a situation preposition with dynamic equivalent in different form as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience. Moreover, the researcher also changed the situation preposition of “yang membutuhkan keberanian politik yang besar” in bahasa Indonesia into verb in Mandarin, that is: 勇敢地制定了 ‘yong gan de zhi ding le’. Although the dynamic equivalent is in a different form, the speaker’s core message is similar, and even can be easily understood by the audience through this equivalence.

Table 8
Situation-oriented Context (2)

bahasa Indonesia (ST)	Mandarin (TT)
<p>(P.3) Setelah 10 tahun berlalu, Kita tetap harus waspada terhadap meningkatnya resiko, dan kesiapsiagaan kita dalam mengalami ketidak-pastian global. Seperti yang disampaikan Nyonya Lagarde, terdapat banyak masalah yang membayangi perekonomian dunia. Amerika Serikat menikmati pertumbuhan yang pesat, namun di banyak negara terdapat pertumbuhan yang lemah atau tidak stabil. Perang Dagang semakin marak, dan inovasi teknologi mengakibatkan banyak industri terguncang. Negara-negara yang tengah tumbuh, juga sedang mengalami tekanan pasar yang besar. Dengan banyaknya masalah perekonomian dunia, sudah cukup bagi kita untuk mengatakan bahwa: “Winter is Coming”.</p>	<p>(P.3) 10 年已经过去，但我们仍要对这种可能会再发生的危机和全球不确定性现象保持警觉。正如 Lagarde 女士所说，很多问题依然笼罩着全球经济状况。一方面，美国经济快速且大幅成长。另一方面，不少国家正在进入一个衰弱和不确定性的经济状况。还有，剧烈的贸易战争和科技创新的发达都导致产业动荡。新兴国家也在面临着巨大的市场压力。世界经济面临如此多问题，可谓 “Winter is Coming” (“凛冬将至”)。</p> <p>‘10 nian yi jing guo qv, dan wo men reng yao dui zhe zhong ke neng hui zai fa sheng de wei ji he quan qiu bu que ding xing xian xiang bao chi jing jue. Zheng ru Lagarde nv shi suo shuo, hen duo wen ti yi ran long zhao zhe quan qiu jing ji zhuang kuang. Yi fang mian, Mei guo jing ji kuai su qie da fu cheng zhang. Ling yi fang mian, bu shao guo jia zheng zai jin ru yi ge shuai ruo he bu que ding xing de jing ji zhuang kuang. Hai you, jv lie de mao yi zhan zheng he ke ji chuang xin de fa da dou dao zhi chan ye dong dang. Xin xing guo jia ye zai mian lin zhe jv da de shi chang ya li. Shi jie jing ji mian lin ru ci duo wen ti, ke wei “Winter is Coming” (“lin dong jiang zhi”)’.</p>

Adinda Natassa Valentine Hutabarat

The Persuasion in Joko Widodo’s Speech:

A Comparison between the Indonesian Source Text and Its Annotated Translation in Mandarin

From the ST, the phrase “tetap harus” at paragraph three literally means “selalu dan tidak berubah, wajib” (according to definition in online dictionary of Kamus Besar Bahasa Indonesia/KBBI, accessed on August 8th 2020) (Indonesia/KBBI). Meanwhile in this political speech, the phrase is used as reiteration of situation-oriented context. The denotative meaning of “tetap harus” is used to emphasise that such political-economic history of global financial crisis should not reoccur although there were many uncertainties at the time when the speech was delivered.

The phrase is translated into 但 ‘dan’ that literally means 不过、可是 ‘bu guo, ke shi’ (according to definition in online dictionary of 新华字典 ‘xin hua zi dian’, accessed on August 8th 2020) (新华字典). This definition is equivalent to the meaning of “tetap harus” in bahasa Indonesia. Hence, in this study the researcher applied a situation-oriented phrase with dynamic equivalent in different form as translation technique. By this means, the speaker’s message in the TT is persuasively and equivalently transferred into the target audience. The equivalence in different form that the researcher applied is 正说反译 ‘zheng shuo fan yi’ (meaning: “statement in positive mode, translation in negative mode”). However, by means of this technique, the speaker’s message is similar. This dynamic equivalent is in line with the writing principle of coherent, clear, and smooth in Mandarin.

These paragraphs reflect the “situation-oriented context” which consists of historical, political, and economic situations. Economically, Indonesia was hit by the severe economic crisis in 1998. After a historically successful economic reform, Indonesia has become one of the G-20 countries. Based on Brand Finance’s evaluation, “Indonesia” as a brand ranks 16th in the world rank with a brand value of USD 848 billion (MetroTV-News, 2018). In this regard, Trump acknowledged and praised Indonesia’s poverty alleviation in APEC 2017 through his statement: “There was an unbelievable transformation happened in Asia. Since 1990 Indonesia has been lifted out of poverty, and now has become one of the nations that has high economic growth amongst the G-20 countries” (BBC-Indonesia, 2017); (CNN-Indonesia, 2017).

As an overall analysis, persuasive linguistic features are applied in the political arguments to promote topical issues. Through these persuasive linguistics features of metaphors and *catchwords*, Widodo’s figure (as an Indonesian Leader, Host, and Chair who was up to date with global concerns, opportunities and challenges) were displayed to the public. Widodo stands for Indonesia as the developing country in the IMF-WB speech text.

4. Conclusion

In summary, this study describes the persuasion strategies in the translation through micro and macro level analysis. In micro analysis, the text in this translation study of Widodo’s speech text from bahasa Indonesia to Mandarin has special features, such as: metaphors and *catchword*. Furthermore, the general translation technique applied on metaphor and *catchword* is “equivalent”, in specific by “using metaphor with equivalent messages in different forms”. Hence, the TT in Mandarin contains similar persuasive messages that are contexts-oriented and equivalent to the ST in bahasa Indonesia. In macro analysis (in terms of the speaker-oriented context), both linguistic features used in the speech text were meant to support the speaker’s persuasive narrations, to encourage the audience to pay attention to the details of the speaker’s arguments, as well as to take actions based on the persuasive order given.

Finally, in terms of the situation-oriented context, the speaker Joko Widodo, in particular urges collaborative action to be taken by developed and developing countries in face of the common threat *Evil Winter*.

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