

Andra Soni and Airin's Speech Strategy in the 2024 Banten Provincial Election

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Abstract

Campaign activities are a moment that is very much used by each candidate pair. Each pair of candidates will try to convince the public to vote for them. The process of conveying ideas will not be successful if you do not use interesting communication methods. The purpose of this study is to find out what types of speech acts are used by the pair of candidates for Governor of Banten while running the campaign. The method used is qualitative. Data was obtained using the note-and-listen technique. In addition, the data analysis technique in this study has many stages, such as data collection, presentation of raw data, data reduction, data categorization, and making conclusions from tested data. The findings in this study show that there are five speech acts used, such as assertive, declarative, commissive, directive, and expressive speech acts.

Keywords: political communication, Banten regional election campaign, speech, pragmatic

1. Introduction

Humans are created as social creatures who cannot live alone and always need interaction with others to meet the needs of life, both physically, emotionally, and psychologically. Language is a form of communication that will help humans convey ideas or thoughts that exist in them. Language has an important role in communicating, so humans must pay attention to speech and speech contests when communicating.

Talking about language, it is inseparable from the act of speech used in communication. The importance of understanding various aspects of speech in order to ensure that communication can take place well (Kurdghelashvili, 2015; Mohamad, 2018). Putrayasa (2014: 86) explained that speech is the activity of a person using language to a speech partner in order to communicate something. In other words, speech is a process that occurs when communicating between speakers and speaking partners with the aim of conveying or providing information to each other.

According to Searle in (Arief, 2015: 20) grouping speech acts into several types, namely (1) representative speech acts (representatives), (2) directive speech acts (directives), (3) commissive speech acts (commissives), (4) expressive speech acts (expressives), (5) declaration speech acts (declaration). The use of speech is very important, especially in communication because a speech act is successful if the listener identifies the intention of the conversation being expressed. This means that when using language, it is not only about producing sentences, but also about taking an action. All of the things described earlier can be said to be speech acts by taking into account the use of language, the intention or intention of the speaker, and interaction in a social context.

When communicating, people not only produce speech that contains words, but also the message behind the word or sentence should be well understood because the purpose of communication is how the message can be conveyed clearly.

Recently, the Indonesian people are enlivened with the issue of the Regional Elections. One of them is the candidacy of the Banten Governor Candidate. Every gubernatorial candidate will definitely convey his vision and mission through campaign activities. For example, they can hold events in which they can be filled with various activities, such as promoting work programs that will be carried out after they are elected. In realizing a developed region in the future, it certainly needs leaders who are firm, wise, and have a strong plan to develop their regions. So it is necessary to have a mature mind in the election of the next regional leader. The election of regional heads or commonly called the Regional Elections is a moment that is highly anticipated by the Indonesian people (citizens). In 2024, Indonesia will again hold regional head elections. The detiknews.com report (2024) announces the results of the drawing of the sequential numbers for each candidate for the 2024 Banten regional governor, namely, (1) Airin Rachmi Diany and Ade Sumardi, and (2) Andra Soni and Dimiyati Natakusumah. The two pairs of candidates registered themselves at the Banten Provincial KPU on Thursday, August 29, 2024.

During the election campaign, promoting work programs is one of the things that is very important or awaited by the community. Because in addition to campaigning and promoting the work program of each candidate pair (paslon), they can also express political views, ideas, policies, and detail the future of the region. In addition, the speeches of the presidential candidates in the presidential debate are one of the public or voters' assessments to determine their choices, so it is necessary to consider wisely, speech action strategies, and language politeness so that speech partners can accept what is conveyed by the speakers. According to Defina (2018:71), the situation in speech can be in the form of a casual situation and can also be an official situation. In all linguistic communication, the speaker should be able to use the language well and correctly so that the speaking partner is able to understand it easily.

In his previous research conducted by Nanang Heryana (2021) with the title *Politeness of Moderator Directive Speech in the Final Debate of the 2019 Presidential Election*, with the results of the research there were seven forms of moderator directive speech in the Debate, namely 45 directive speech acts of welcome, 17 acts of directive speech of invitation, 11 acts of directive speech of requesting, 30 acts of directive speech prohibiting, 1 act of directive speech asking, and 40 acts of directive speech reminding, and 16 acts of directive speech ordering. The politeness of the moderator's directive speech in the 2019 Presidential Election Final Debate has several politeness strategies, namely direct politeness, indirect politeness, positive politeness, and negative politeness.

Another similar research is a study conducted by Fauzi and Hidayatullah, students of the Faculty of Teacher Training and Education, Sebelas Maret University (2021) with the title *"Speech Act On Graffiti Expression On The Back Of A Truck At Merak Port, Cilegon, Banten"*, with the results of the research contained in graffiti expressions on truck tailgates in Merak Port, Cilegon, Banten, there are five speech acts, namely declarative, representative, expressive, directive, and commissive. Namely 1 act of declarative speech, 2 acts of representative speech, 1 act of expressive speech, 2 acts of directive speech, and 2 acts of commissive speech. In this study, what dominates is the form of directive speech. This can happen because in the message conveyed through graffiti on the tailgate many ask the speaking partner to do something such as commanding and giving advice. Meanwhile, the form that is minimally found is declarative speech.

The two studies above both analyze the types of speech acts in certain contexts. However, the research is different from what the author is doing, this research focuses more on the speech action strategies of the candidates for Banten regional leaders during the campaign.

The researcher wants to explain how the speech strategy carried out by the candidates for regional leaders in campaigning because it often involves what type of speech is used. So the researcher took the research title *"Adra Soni and Airin Rachmi Diany's Speech Action Strategy in the 2024 Banten Provincial Elections"*.

From the explanation that has been explained above, the objectives of this study are: (a) to know the strategy of the speech action of the governor candidate in the 2024 Banten Regional Election campaign; (b) analyze the form of speech actions of the gubernatorial candidate in the 2024 Banten Regional Election campaign.

2. Research Methods

This study uses a qualitative descriptive approach. The qualitative descriptive approach is a research method that moves on a simple qualitative approach with an inductive flow. This inductive flow means that qualitative descriptive research begins with an explanatory process or event that can finally be drawn a generalization which is a conclusion from the process or event (Yuliani, 2018). The qualitative descriptive method not only tries to capture what happened, but also tries to uncover the meaning behind the information

(Anitasari et al., 2024a). This approach was carried out to analyze the speech used by the candidates for Governor of Banten during the campaign period.

Qualitative methods are used to explain systematically, factually, and precisely about speech actions in the expressions of the candidates for Governor of Banten. The source of data in this study is fragments of speech used by Airin Rachmi Diany and Andra Soni during the campaign period presented through social media such as Tiktok, Instagram, and Youtube. In the required data collection technique, the researcher uses two stages. The two stages are (1) listening techniques to listen carefully to campaign videos, and (2) recording techniques to record speech that is included in speech acts. Data collection for this study was carried out using two techniques, namely the reading technique and the recording technique.

In addition, the data analysis technique in this study has many stages, such as data collection, presentation of raw data, data reduction, data categorization, and making conclusions from tested data. The findings in this study show that there are five speech acts used, such as assertive, declarative, commissive, directive, and expressive speech acts.

3. Result and Discussion

3.1. Results

Campaign activities are a moment that is very much used by each candidate pair. Each pair of candidates will try to convince the public to vote for them. The process of conveying ideas will not be successful if you do not use interesting communication methods. Below the researcher will present the results of research on speech action strategies used by the two pairs of candidates for Governor of Banten.

Pair number 01, Airin Rachmi Diany uses 4 types of speech acts, namely commissive, representative, directive, and expressive speech acts. The act of commissive speech serves to state a promise. Representative speech acts function to convey information. Directive speech acts function to command, invite, or instruct. Expressive speech acts function to convey emotional conditions.

Meanwhile, Andra Soni uses 5 types of speech acts, namely commissive, declarative, expressive, representative and directive speech. The act of commissive speech serves to state a promise. Declarative speech acts serve to express ideas. Expressive speech acts function to convey emotional conditions. Representative speech acts function to convey information. Directive speech acts function to command, invite, or instruct.

In the use of speech acts during the campaign period, candidate number 01 and candidate number 02 have differences in the use of the type of speech. During the Airin Rachmi Diany campaign, he did not use the type of declarative speech. While Andra Soni uses a speech action strategy that is so varied, he uses all types of speech actions in his communication activities.

The following is a data table about the use of the types of speech acts used by Airin Rachmi Diany and Andra Soni. The five forms of speech will be described one by one in the following section.

Table 1. Speech Action Strategies by Airin Rachmi Diany

Data	Type	Function
"We will be present to provide scholarships to girls who want to go to school from high school to college."	Commissive speech	That she " <i>promised</i> " to organize a scholarship program for women in Indonesia.
"I will focus more on South Banten is the village road infrastructure."	Commissive speech	" <i>Promise</i> " will renew the damaged village roads in South Banten.
"When I visited South Banten, it turned out that there was a school that had no students."	Representative speech	That he " <i>Provides information</i> " there are still schools in South Banten that have no students.
"Please pray that Allah will destine us to win and be inaugurated as the governor of Banten."	Directive speech	He " <i>instructed</i> " the community to pray for him
"Travel to Ciater, don't forget to wear shoes, remember November 27, Airin Ade number 1."	Directive speech	It means " <i>Invite</i> " residents to vote for them on November 27
"What the community needs the most and they often shout about is about the village axis road"	Representative act	He " <i>provided information</i> " that many people complained about the village axis road
"And hopefully we can pick up the victory on November 27 for number one"	Expressive speech	He " <i>hopes</i> " to pick up his victory on November 27.

"We will hold the Kartini Banten program. Where there is protection for the family, women and children."	Commissive speech	That he <i>"promised"</i> to hold the Kartini Banten program.
"Hopefully the Regent of Pandeglang, the Regent of Lebak has the same commitment to work together – repairing the village axis road."	Explicit speech	That he <i>"hopes"</i> to work well with the regional regents.
"I am very grateful to the ladies and gentlemen who have been present to go directly to the field so that they can Voice what the community needs."	Expressive speech	That he is very <i>"thanks"</i> to the community who helped him.
"When I became mayor, the APBD was 1.2 trillion. Even though it is only 4 years old as a new area."	Representative speech	He <i>"informed"</i> that the South Tangerang City Budget increased after he served as the mayor of South Tangerang
"Therefore, Airin Ade will create an innovator student program, with BLK that can be brought directly on mobile to Islamic boarding schools."	Commissive speech	That he <i>"promised"</i> to hold an innovator student program for students in Banten.
"Pray for me and Mr. Ade istiqomah with the aim of participating in the contest for the Banten Governor Election."	Directive speech	That he <i>"asked for help"</i> to his speech partners to pray for candidate number 01.
"But I am grateful to Merah for allowing me and committing to register me as a candidate for Governor of Banten."	Expressive speech	That he was <i>"grateful"</i> to the PDIP party for always supporting Airin in the Banten gubernatorial election.
"Our vision is Banten Maju Together: the realization of a Banten that is faithful, prosperous, superior, sustainable, healthy and advanced."	Representative speech	That he <i>"informed"</i> the vision of candidate number 01 to his partners.

Table 2. Speech Action Strategy by Andra Soni

Data	Type	Fungsi
"We will hold a free school program, not only the country but also those who go to private schools are also the nation's children. So the private sector must be free as well."	Commissive speech	That he <i>"promised"</i> to free state and private schools in Banten.
"and we will also hold a program called 'Bang Andra', which is to build a prosperous village road."	Commissive speech	He <i>"promised"</i> to build village roads so that they could be better.
"I have also served for 10 years as a member of the DPRD and 5 years as the chairman of the DPRD"	Representative speech	That he <i>"informs"</i> his speaking partner that he has The experience that quite a long time in the field of politics.
"Even though our province is close to Jakarta, there are still many blank spots in the Banten area. So that public service processes to this day have not been maximized."	Representative speech	He gave <i>"information"</i> to his speaking partners that there are still many blank spots in Banten that hinder public services from being optimal.
"We will always carry out market operations when certain materials are experiencing a shortage."	Commissive speech	That he <i>"promised"</i> to carry out market operations if there was a shortage of raw materials.
"We will also provide assistance by sharing with the people of Banten. Of course, fairly and equitably."	Commissive speech	That he <i>"promised"</i> to provide assistance fairly and evenly to residents in Banten province.
"Our strategy is to ensure that there are no more corrupt practices that harm the interests of the community."	Representative speech	That he <i>"informed"</i> that the strategy they used in this election was to stop corruption.

"That we are committed, if we are selected for the free school program, it is a must to break the chain of poverty."	Commissive speech	That he " <i>promised</i> " to commit to prioritizing the free school program.
"I have confidence that free schools will break the chain of poverty. And of course the potential for this free school to be abused will be very small."	Declarative speech	That he " <i>declared</i> " he was very confident that free schools would break the chain of poverty.
"Therefore, let us thank Mr. Prabowo Subianto for continuing to provide motivation and support to us."	Expressive speech	That he was " <i>grateful</i> " to Mr. Prabowo who had supported candidate number 02 to become a candidate for governor of Banten.
"My vision aims to invite all of us to not commit corruption."	Directive speech	That he " <i>invites</i> " all of us to never commit corruption.
"Therefore, I ask the party today who has the authority to regulate truck operating hours so as not to disturb the comfort of the surrounding community."	Directive speech	That he " <i>ordered</i> " the authorities to facilitate the truck's operating time.
"Leaders must have a commitment not to commit corruption."	Representative speech	That he gave " <i>information</i> " to his speaking partner that the leader should not be corrupt.
"If we implement Go Green, I am sure that Banten will be better and will be more advanced."	Declarative speech	That he " <i>stated</i> " that he was confident that if Banten implemented go green, it would be more advanced.
"And of course we have to be committed as well, giving a big space to the younger generation to be able to express their abilities."	Commissive speech	That he " <i>promised</i> " to provide a space for young people to express their abilities.

3.2. Discussion

A. Commissive Speech During the Airin Rachmi Diany Election Campaign

Commissive speech is a type of speech that is understood by the speaker to remind him of future actions. This act of speech states what the speaker means. The act of commissive speech is found in the following data.

Data 1

Airin Rachmi Diany: We will be present to provide scholarships to girls who want to go to school from high school to college.

The above statement expressed by Airin is included in the type of commissive speech. Because of his speech, he "*promised*" to the surrounding community to provide scholarships to girls who want to go to school from high school to college. The speech shows that Airin pays attention to women to continue to receive higher education so that women have open access to education. It can be seen from the fragment of "*we will be present*". The speech means that a speaker will be present to keep his promise to his speaking partner. The speech was delivered at the declaration event of the 01 winning team in Serang City.

Data 2

Airin Rachmi Diany: I will focus more on South Banten is the village road infrastructure.

The above statement expressed by Airin is included in the type of commissive speech. Because in the speech he expressed, he "*promised*" to focus more on improving village road infrastructure in South Banten. The speech shows that Airin cares and pays attention to the village roads in southern Banten. Therefore, he said "*I will be more focused*". The speech means that a speaker will prioritize improving village road infrastructure in southern Banten.

Data 3

Airin Rachmi Diany: We will hold the Kartini Banten program. Where there is protection of family, women and children.

The above speech spoken by Airin is included in the type of commissive speech. Because she "*promised*" to support the Kartini Banten program, where the program is a protection program dedicated to women, families, and children. The purpose of the speech is to protect women, families, and children from the evil that exists out there. The speaker also seems to be concerned and very concerned about women so that they are not exposed to existing crimes.

Data 4

Airin Rachmi Diany: Therefore, Airin Ade will make an innovator student program, which can be brought directly on mobile to Islamic boarding schools.

The above speech spoken by Airin is included in the type of commissive speech. Because he *"promised"* to his speaking partner that he would hold an innovator student program. Aiming to produce educated and innovative students, Airin also showed that she cares about students in Banten so that they get proper education and facilities.

B. Directive Speech Actions During the Airin Rachmi Diany Regional Election Campaign

Directive speech is a type of speech used by speakers to tell others to do something. This type of speech act expresses what the speaker wants. The type of directive action will state what the speaker wants. This act of speech includes; orders and advice. Directive speech acts are found in the following data.

Data 5

Airin Rachmi Diany: Please pray that Allah will predestined us to win and be inaugurated as the governor of Banten.

The above speech expressed by Airin is included in the type of directive speech. Because the speech conveyed means that he *"asks for help"* from the residents to pray for him. It can be seen in the speech *"please pray"* which means that Airin asked her speaking partner to pray for her so that she would be launched and destined to win as the governor of Banten by Allah SWT.

Data 6

Airin Rachmi Diany: Take a trip to the countryside, don't forget to wear shoes, remember November 27, Airin Ade number 1.

The above speech expressed by the speaker is included in the act of directive speech. Because the speaker *"invited"* his speaking partner to vote for the number 01 candidate on November 27. It can be seen in the speech *"remember November 27, Airin Ade number 1"*. The speech has the purpose of inviting residents or their speaking partners not to forget to vote for the number 01 candidate.

Data 7

Airin Rachmi Diany: Pray for me and Mr. Ade istiqomah with the aim of participating in the contest for the Banten gubernatorial election.

The above speech expressed by the speaker is included in the type of directive speech. Because the speaker *"asked for help"* to his speaking partner to pray for him and his deputy, so that he would always be istiqomah with the initial goal of participating in the contest for the Banten gubernatorial election.

C. Expressive Speech Actions in the Airin Regional Election Period Rachmy Diany

Expressive speech is a type of speech that expresses something that the speaker feels. This act of speech reflects psychological statements in the form of expressions of joy, difficulty, like, hate, pleasure, or misery. This expressive speech act can be found in the following data.

Data 8

Airin Rachmi Diany: And hopefully we can pick up the win on November 27 for number one.

The above speech expressed by the speaker is included in the type of expressive speech. Because the speaker *"hopes"* to be able to pick up victory for candidate number 01 on November 27, 2024. The above statement means that the speaker hopes that his speaking partner will vote for the number 01 candidate in order to win the election number 27, 2024.

Data 9

Airin Rachmi Diany: Hopefully the regent of Pandeglang, the regent of Lebak have the same commitment to jointly improve the village axis road.

The above speech expressed by the speaker is included in the type of expressive speech. Because the speaker puts *"hope"* in the regent of Pandeglang, the regent of Lebak to be able to have the same commitment to jointly improve the village axis road. Because what is the demand of the people of Banten province is to repair the village axis road.

Data 10

Airin Rachmi Diany: I am very grateful to the ladies and gentlemen who have been present to go directly to the field so that they can voice what the community needs.

The above speech expressed by the speaker is included in the type of expressive speech. Because the speaker expressed *"thank you"* to the ladies and gentlemen who were present to go directly to the field and always support the number 01 candidate. And can voice directly what the people of Banten need.

Data 11

Airin Rachmi Diany: But I thank the red for allowing me and committing to register me as a candidate for governor of Banten.

The above statements expressed by the speaker are included in the category of expressive speech acts. Because the speaker is *"grateful"* to the PDIP party for allowing and committing to register me as a candidate for governor of Banten. The speaker is very grateful to PDIP for the assistance that has been given permission and support so that candidate number 01 can run as a candidate for governor and deputy governor of Banten.

D. Representative Speech Actions During the Airin Rachmi Diany Campaign Period

Representative speech is a type of speech that states what the speaker believes that the event is a case or not, such as a statement of fact, affirmation, conclusion, and description. Representative speech acts are found in the following data.

Data 12

Airin Rachmi Diany: When I visited southern Banten, it turned out that there was a school that had no students.

The above speech expressed by the speaker is included in the type of representative speech. Because in the speech he *"provided information"* that when the speaker visited the South Banten area, it turned out that there were still schools without students. The speaker intends to inform the speaking partner that nowadays there are still schools that do not have students. The speaker also aims to educate children who do not want to go to school because they have the perspective that school does not guarantee a bright future.

Data 13

Airin Rachmi Diany: What the community needs the most and they often shout about is about the village axis road.

The above speech expressed by the speaker is included in the type of representative speech. Because the speaker *"provides information"* about the complaints that are most often shouted by the people of Banten is the village axis road that has not changed. The people of Banten most need a village road that is suitable to be used, because if the road is damaged they have no other road that can be reviewed.

Data 14

Airin Rachmi Diany: When I became mayor, the budget was 1.2 trillion. Even though it is only 4 years old as a new area.

The above speech expressed by the speaker is included in the type of representative speech. Because the speaker *"informed"* that when he served as the mayor of South Tangerang, his budget rose to 1.2 trillion, while when he first served as mayor, the existing APBD was only 4 billion. Indirectly, the speaker informs his speaking partner about the achievements he has achieved before.

Data 15

Airin rachmi Diany: Our vision is Banten to advance together: the realization of a Banten that is faithful, prosperous, superior, sustainable, healthy and advanced.

The above speech expressed by the speaker is included in the type of representative speech. Because the speaker *"informs"* the vision of the number 01 candidate to his speaking partner. The aim is to inform people of the vision they have, to strengthen the community's good view of the number 01 candidate.

E. Commissive Speech Actions During Andra Soni's Campaign

Commissive speech is a type of speech that is understood by the speaker to remind him of future actions. This act of speech states what the speaker means. The act of commissive speech is found in the following data.

Data 16

Andra Soni: We will hold a free school program, not only the country but also those who go to private schools are the nation's children. Therefore, the private sector must also be free.

The above speech expressed by the speaker is included in the type of commissive speech. Because the speaker *"promised"* to his speaking partner that he would hold a free school program for all students in Banten if he was elected as the governor of Banten. It can be seen from the fragment of the speech *"not only the state but also those who go to school in the private sector are also children of the nation"*. The speaker seemed to care about children who went to private schools, that he wanted this free school program to also be felt by children who attended private schools.

Data 17

Andra Soni: And we will also hold a program called 'Bang Andra', which is to build a prosperous village road.

The above speech expressed by the speaker is included in the type of commissive speech. Because the speaker *"promised"* to his speaking partner that he would hold a program to build a prosperous village road. The speaker showed his concern for villages whose roads are still not good to use, therefore he promised to repair village roads so that they become prosperous if he is elected as the governor of Banten.

Data 18

Andra Soni: We will always carry out market operations when certain materials are experiencing a shortage.

The above speech expressed by the speaker is included in the type of commissive speech. Because the speaker *"promises"* to his speaking partner that he will carry out market operations if the necessary materials are scarce. The goal of the speaker is to be able to overcome the scarcity of foodstuffs that are urgently needed by the surrounding community.

Data 19

Andra Soni: We will also provide assistance by sharing with the people of Banten. Of course, fairly and equitably.

The above speech expressed by the speaker is included in the type of commissive speech. Because the speaker "*promises*" to help by sharing with the people of Banten who are in need if the ingredients in the market are increasing or scarce. The speaker showed his concern for the residents of Banten so that they could all still receive the rights they should get.

Data 20

Andra Soni: That we are committed, if we are selected for the free school program, it is a must to break the chain of poverty.

The above speech expressed by the speaker is included in the type of commissive speech. Because he "*promised*" that the speakers are committed to prioritizing the free school program compared to the work programs they have if they are elected as the governor of Banten. The speaker also said that the program is a must to break the chain of poverty.

Data 21

Andra Soni: And of course we must also be committed, giving a large space to the younger generation to be able to express their abilities.

The above speech expressed by the speaker is included in the act of commissive speech. Because the speaker "*promises*" that it will provide space for young people so that they can express their potential. From the above statement, it shows that speakers care about the potential of the nation's children and want to facilitate them to be more optimal in developing their potential.

F. Representative Speech Actions in Andra Soni's Campaign Period

Representative speech is a type of speech that states what the speaker believes that the event is a case or not, such as a statement of fact, affirmation, conclusion, and description. Representative speech acts are found in the following data.

Data 22

Andra Soni: I have also served for 10 years as a member of the DPRD and 5 years as the chairman of the DPRD.

The above speech expressed by the speaker is included in the type of authoritative speech. Because the speaker provides "*information*" to his speaking partner that he has quite a long experience in the field of politics. He said that he had served for 10 years as a member of the DPRD and 5 years as the chairman of the DPRD. The speaker's goal is for his speaking partner to know that he is also an expert and master political fraud and convince the people that he deserves to be the governor of Banten because he has long experience in this field.

Data 23

Andra Soni: Even though our province is close to Jakarta, there are still many blank spots in the Banten area. So that public service processes to this day have not been maximized.

The above speech expressed by the speaker is included in the type of representative speech. Because he "*informed*" his speaking partners that even though Banten Province is adjacent to Jakarta, Banten is still far behind and there are still many *blank spots* that hinder public service processes to this day so that they have not been maximized.

Data 24

Andra Soni: Our strategy is to maintain how there are no more corrupt practices that harm the interests of the community.

The above speech expressed by the speaker is included in the type of representative speech. Because the speaker "*informed*" his speaking partner that the number 02 candidate used a strategy to maintain how there were no more corrupt practices that harmed the people of Banten. Speakers are very concerned about the problem of corruption, because in this political world there are not a few corrupt practices carried out. Therefore, candidate number 02 is very concerned and careful about corruption.

Data 25

Andra Soni: Leaders must have a commitment not to commit corruption.

The above speech expressed by the speaker is included in the type of representative speech. Because the speaker "*informs*" that a leader must have a commitment to himself not to commit corruption. Because if a leader does not have a commitment to this, then his community cannot have a prosperous life. Again, the speaker discussed the problem of corruption, with which the speaker showed the *mita* that he was very concerned about the problem.

G. Declarative Speech in Andra Soni's Campaign Period

Declarative speech is a type of speech that changes the world through speech. The speaker must have a special institutional role, to present a concise and clear statement (declaration) appropriately. This speech is usually done by people who have an important role in expressing something. For example, decisions taken by

referees, heads of organizations, heads of households, or someone who is able to reprimand their friends when they are wrong so that they can give speeches that are able to determine what is right and wrong, good and wrong, likes and dislikes of the speaker's authority over the speaking partner. This declarative speech act is found in the following data.

Data 26

Andra Soni: I have faith that free schools will break the chain of poverty. And of course, the potential for this free school to be misused will be very small.

The above speech expressed by the speaker is included in the type of declarative speech. Because in the speech the speaker "*stated*" that he had the belief that free school would break the chain of poverty. And it is convincing that this free school program has very little potential for abuse by managers.

Data 27

Andra Soni: If we implement go green, I am sure that Banten will be better and will be more advanced.

The above speech expressed by the speaker is included in the type of declarative speech. Because the speaker "*stated*" that he was confident that if Banten implemented go green, Banten would be better and would certainly be more advanced. Go green means to no longer litter, burn garbage, and use excessive plastic. With all that, the speaker believes that Banten will be more advanced.

H. Expressive Speech Actions During Andra Soni's Campaign

Expressive speech is a type of speech that expresses something that the speaker feels. This act of speech reflects psychological statements in the form of expressions of joy, difficulty, like, hate, pleasure, or misery. This expressive speech act can be found in the following data.

Data 28

Andra Soni: Therefore, let us thank Mr. Prabowo Subianto for continuing to provide motivation and support to us.

The above speech expressed by the speaker is included in the type of expressive speech. Because the speaker "*thanks*" to Mr. Prabowo Subianto who always provides motivation and support to candidate number 02. With that, candidate number 02 has the motivation and enthusiasm to run as a candidate for governor of Banten and deputy governor of Banten.

I. Directive Speech Actions in Andra Soni's Campaign Period

Directive speech is a type of speech used by speakers to tell others to do something. This type of speech act expresses what the speaker wants. The type of directive action will state what the speaker wants. This act of speech includes; orders and advice. Directive speech acts are found in the following data.

Data 29

Andra Soni: My vision aims to invite all of us not to commit corruption.

The above speech expressed by the speaker is included in the type of directive speech. Because the speaker "*invites*" his speaking partners not to commit corruption. Therefore, candidate number 02 has a vision that aims to invite the community not to commit corruption.

Data 30

Andra Soni: Therefore, I ask the parties today who have the authority to regulate truck operating hours so as not to disturb the comfort of the surrounding community.

The above speech expressed by the speaker is a type of directive speech. Because the speaker "*commands*" the party who has the authority to immediately regulate truck operating hours so as not to disturb the comfort of the surrounding community, he shows his concern for the surrounding community by listening to the complaints shouted by the residents.

4. Conclusion

Based on the results of the analysis, it can be concluded that speech acts in the communication of the candidates for Governor of Banten during the campaign include commissive, declarative, directive, expressive, and representative speech. The meaning of the form of commissive speech is that the speaker promises to do something one day. The meaning of the form of representative speech is that the speaker provides information to his speaking partner. The meaning of the form of declarative speech is that the speaker declares or convinces his speaking partners. The meaning of the form of the act of speech is that the speaker commands, invites, and invites his speech partner to do something. The meaning of the expressive form of speech is that the speaker expresses the feelings he is experiencing, such as happy, sad, angry, etc. In this study, what dominates is the form of commissive speech during the campaign period of Airin, Rachmi, Diany, and Andra Soni. This can happen because in the message conveyed through social media, many promise to their speaking partners that speakers will carry out the promised programs. Meanwhile, the form of speech that is minimally found is

declarative speech. The sample of data that has been analyzed above provides us with an understanding of the use of speech in campaign activities delivered through social media. The sentences analyzed can be interpreted well because of the relevance of the context that the researcher is involved in so that it provides integrated results.

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