Assess Irony Communication of Susilo Bambang Yudhoyono through Political Cartoon

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Abstract

Irony is a figure of speech that states the meaning as opposed to the true meaning, and presented a mismatch between the atmosphere and the underlying reality. Irony communication is often done by our politicians. It seems to reveal the communication activities related to politics by presenting actual and potential consequences that set humans under conditions of conflict. The actual consequences means that activities actually performed by political actors, political communication or activity that is clearly located within the realm of political communication, such as campaign, presidential speeches, political advertising, and so on. Irony communication is that not only the language of political compromise merely rhetoric but also paralinguistic signs such as gestures and political action. Susilo Bambang Yudhoyono (SBY) as a political figure who had occupied the position as the number one in Indonesia during the two periods of leadership in the reform era, has a communication style of irony that interesting to study. Using Discourse Analysis approach, this study examines this issue through political cartoons, meanwhile political cartoons as a form of visual communication and journalism then the message is in the cartoon can also be used to understand the texts produced in discourse.

Keywords: Irony Communication, Political Cartoon, Visual Discourse.

1. Introduction

A political cartoon is able to depict the political events with symbols that have a widely and deeply meaning. Most political cartoons are able to embody the thoughts cartoonist to the visual shape directly to the main issues and has a message that will be full of criticism. Criticism and satire element in political cartoons may also be a form of cartoon tend to norm free instead of the freedom of the press. Depiction political cartoon in fact rarely display graphics that do not conform to social norms or ethics, even abuse against someone. However, as one part of the journalistic, political or editorial cartoons are widely used to display the ongoing political situation at that time by adding an element of humor in order to remain entertaining functions. The main purpose of political cartoons is to persuade reader think about an event and to influence the reader through the eyes of cartoonists. The best political cartoonist are those who can change the mind of the reader without the reader conscious of political issues.

Every era of leadership in this country has the characteristic of each. Starting from the leadership of President Soekarno to Susilo Bambang Yudhoyono (SBY) this time. Political cartoon depicting the character of SBY interesting to study because he was first Indonesian president served two consecutive terms since the commencement of the reform era. SBY is also a political figure who is often caused controversy in every behavior and policies. A book written by Tjipta Lesmana (2009) which describes the president of Indonesia from time to time, in it was described that political politely characterizes the SBY's leadership style. Politics imaging also characterizes SBY to lead this country. So much debate going on with his leadership style, as SBY is more concerned with the image than the action, and SBY assessed sluggish in determining policy, even SBY referred to the leader who the hobby pitted. It is makes the dynamics of Indonesian politics during SBY's leadership full filled with turbulence. Mass media also did not miss to the highlight everything about political behavior in this SBY era, ranging from the president, his cabinet, to the honorable council. It's countless political stories revolving during this SBY era, both thick and thin. SBY's leadership is a full dynamics era, because on the one side the democratic spirit is so strong within SBY, and on the other side the military background as a commander also still feels high, although it upheld freedom of citizenship, but also military-style leadership is so thick. SBY is the best graduates from Armed Forces Academy and he is well known as a strategist. Collaboration as a military man with a 'Javanese culture' that makes his political stance looks sluggish but has a hidden strength. His political strategy successfully play the emotional of political opponents and it were able to get rid of political opponents so that political power SBY is unmatched. In the era of SBY's leadership, he upholding the principles of democracy thus people could see the figure of a democratic leader, but it is not different than the political forces in the Suharto era thick with corruption, his family being around his power just like chairman of the PAN is also the Coordinating Minister for Economic Affairs Hatta Rajasa ie, is his besan. Former Army Chief Pramono Edhi has been planned as a presidential candidate 2014 election was the brother-in-law of SBY. Democratic party officials have most of kinship with SBY, until his son was holding important positions in the party bearing the mercedes. For political comrades, they will realize the power of SBY, so that they will defend it with all their soul. Though many cases of corruption involving relatives anyway and is still rolling. It matters were might make a drop in the percentage of votes the Democratic party in the legislature in the 2014 elections.

SBY political communication conducted with colleagues or political opponents did not escape the media spotlight. It is interesting when a feud with Megawati that in some occasions they both look like two kids who are being hostile. This is due to Megawati assume SBY is an employee who defected before the 2004 presidential election.

According to Hamzah Haz, as told Mega, his vice president was asked whether the true father (SBY) is not as Chairman of the Democratic Party, but it will also have been set up to campaign for the party? "But to Hamzah Haz, Mega said, the President just said, it it from the media. Well that's what he said (SBY) was all the news from the media, "said Mega. So, according to the Mega, he concluded that SBY did not give a definitive answer." I said to Mr. Hamzah thanks. That's what I said to the Commission. That's the real story , "he said. Shortly after that, Yudhoyono declared his candidacy for president.

Susilo Bambang Yudhoyono admitted trying to recover his fractious relationship with Megawati. He claimed repeatedly tried to re-establish communication with his former boss after the 2004 presidential election. Acts of the President is conveyed through his book "Always a Choice", which was launched Friday, January 17, 2014. As written on page 505, the President repeatedly claimed to find ways to improve its relations with the Mega. However, until the book was published, the way to communicate with Mega still closed. SBY suspect, perhaps their competition in two presidential elections that made an impression in the hearts and minds of Mega. "Moreover, before there was an incident between Mega politics with me," Yudhoyono said in his book. Unfortunately, the President did not explain what it meant by a political incident.

(www.tempo.co retrieved at Januari 23, 2014).

For example the case when President Yudhoyono decided to take over the leadership of the Democratic Party at that time was held by Anas Urbaningrum related corruption cases homestead athletes. Many news said if SBY too intervened that shocked the entire nation because as a president should not have to deal with the party affairs, because the President is the property of the public at large, not just belonging to one party only. Though far-away days before he had mentioned that a president must move away from party affairs. But in fact, several times Yudhoyono held a press conference at the State Palace only to discuss his party. And this is a kind of ironic communication.

Political communication and dominion strategy seem clearly during SBY's leadership and it has always been an interesting discussion in the mass media and social networking. SBY policies are judged to be neither popular nor pro people often becomes the main subject of his political opponents to topple SBY. But with his power and prowess of political maneuvering, SBY always able to circumvent all the problems that arise. Indictment neoliberalism addressed to him also never cared about. The pattern of economic strategy applied SBY very thick with capitalist and liberalism. Proximity himself with the IMF, which is visible from allowing a minister at that time, Sri Mulyani, to became one of the Directors of the World Bank which at the time she was allegedly involved in corruption cases, be one of the traits of SBY is a neoliberalism. Economic system is handed over to foreign investors and the market mechanism, the sale of state assets to foreigners, letting the natural resources controlled by other countries, it seems clear everything happening in today's era of SBY's leadership.

Cartoonists in describing a character in cartoons usually based on his experience in recognizing the political figure. Cartoonists also as communicators in editorial cartoons. The message conveyed in the form of pictures based on cartoonist opinion such as behavior, expression, gesture, verbal and nonverbal communication, included depiction a cartoon character. Visualization of President SBY in the cartoon can not be separated from how the cartoonists opinion in understanding SBY figure also associated with political behavior into consideration a political cartoon or editorial cartoons published. A figure character will be portrayed with humor in cartoons, or so-called caricatures and depictions of political figures in general there will be symbols that can be interpreted with a certain perspective in the discourse, such as potbelly posture representing state officials, the color of clothing that represent the party, and so on. Based on previous researches, the metaphor is often used as a tool in the language of political cartoons. This was done to soften the message so it does not look straightforward, especially if it is a cartoon which depict the figure authorities.

Based on the description above, researcher propose the following problem: "How ironic communication of SBY represented through political cartoons?"

2. Visual Discourse Analysis

Referring to the Discourse Analysis model by Fairclough, to explaining ironic communication discourse in political cartoons there are two aspects of the contextuality ie relationship between the discursive practice with discourse that will be explored, and mapping the sociocultural relations, non-discursive, the wider contextual of discourse, regarding the power relations, hegemony, and even ideology. In a previous study of political cartoons also mentioned that the dominance of power will affect the visual appearance of a cartoon created by cartoonist giving rise to ambiguities in the process of work. However, it is seen on political cartoons at regime era of the

old order and the new order that the system tends to authoritarian rule (Priyanto, 2005; Ahmad, 2001). Because object of study is a visual object so researcher using more specific method as Visual Discourse Analysis (VDA). Quoting description Peggy Albers from Georgia State University in the National Reading Conference yearbook to 56, that VDA lies between a semiotics (Hodge & Kress, 1988), discourse analysis (Gee, 2005), and the grammar of visual design (Kress & van Leeuwen, 2006). VDA is a general term for approaches in analyzing art as a language. VDA related to the theory and method of the study of the structure and conventions of visual texts, and identify how certain social activities and social identities play a role in the production process.

Semiotics is a theory that explores the nature and function of signs as well as systems and processes underlying signification, expression, representation, and communication. Semiotics offers a way of thinking about the meaning of the language written / verbal and visual texts that work together, and where the language written / spoken is not the main source through which meaning is mediated and represented. Although the artwork is different from the language written / oral, but not completely different, and both have some similarities. Such as written text, art work consists of the parts, and the parts of the image pieces, signs, vector, or direction of the action is set on the canvas or medium. The sign has been likened to the words. Visual text, such as works of art, has a structure and composition and can be likened to the art of crafting words. (Albers, 2007).

According to Hodge and Kress (1988, in Albers, 2007), text is a message structure or trace message that has integrity socially. While the discourse refers to the social process in which the text exist, the text is a material object produced in discourse. So the visual text is a message structures existing social conventions and / or perception, which also presents a discourse community in which producer identify the text visually. According to Halliday (1985, in Albers, 2007), texts are in a dialectical relation with context, text creates a context as much as context creates the text. Meaning arises from the friction between the two. Visual discourse analysis, such as discourse analysis, discussing the emerging discourse in the visual text, the text itself, the macro and micro conversations around the producing and displaying the text, and visual texts as communicative events. VDA study the use of language in a visual text not only through structural approach but also how language is used to communicate as a force on the audience to perform certain actions or beliefs. According to Gee (2005, in Albers, 2007) that the VDA is the primary language of the four principles that work in discourse analysis. First, the visual language is reflective. It has the capacity to create and reflect the context in which it was a visual language, and reflect the reality of where it is. Furthermore, the visual language works at the level where the reader recognizes the language context. That is, visual texts created to communicate the idea of even having meaning (intertextual) wider than the written language. Second, the language allows interpreted in a particular context and based on previous experience. Meaning will be negotiated with the sign makers and their interaction with the text and other conversations. Third, the language consists of many different social languages. Every social language uses a different tool or media that will be used to communicate or convey the desired message. Because the visual texts that have been called "artwork" by a number of literacy and literary researchers, academics, and educators, visual language has become a "hybridization". And finally, there is the unit of analysis in visual texts, including structural, semantic, artistic, tactile (touch or palpation), and visual.

3. Irony Communication of President SBY on Political Cartoon
According to Sterling (2009), an editorial cartoon, also known as a political cartoon, is an illustration containing a commentary that usually relates to current events or personalities. An artist who draws such images is known as an editorial cartoonist. They typically combine artistic skill, hyperbole and satire in order to question authority and draw attention to corruption and other social ills. Cartoons are also used to convey the message of communication, in this regard of visual communication. Political cartoons also often uses caricature, in the sense of depicting the figure is already well known and is described in the form of perspective distortion.
To discuss the irony communication of President SBY through cartoons, researcher have conducted a study documentation to political cartoons to be analyzed. Researchers using purposive sampling technique that is a political cartoons which will be analyzed are the political cartoons featuring caricatures of SBY as the main issue.

The first political cartoon (Figure 1) is a cartoon depicting SBY was biting red pepper. Structurally, the symbols that appear so simple where SBY depicted "hot" and "swelter" against criticism expressed by by political opponents, Megawati Soekarno Putri. The use of visual semantic about red chili symbol with the label "mega criticism" has meaning how much criticism directed toward to SBY so hot to make SBY sweating withstand spicy. Another meaning of the red chili, it is a symbol of red color political vehicle of Megawati, PDI-P. In this cartoon, the cartoonist also use exaggeration elements to describe how irate of SBY when receives criticism Megawati to be likened to a large red chilli bite but he was unable to do anything about it, other than restraint. The analogy used by cartoonists of the theme of political cartoon that liken critics delivered by Megawati to SBY same as people who were eating red pepper which very spicy and bitting felt by the body, and make you sweat. Aura around the body of the President also described the hot colors. There is a symbol has the meaning of the Democratic party who is represented by a blue clothing of cartoon character, covered with red

color as the background representing Megawati's party. SBY's face caricature also represent suffering that his receive.

Figure 1. Mega Critisism, Rakyat Merdeka Newspaper, Agustus,11 2010.

Democrats are known as the party that upholds the values of democracy, thus characteristics of democracy among other accept differences of opinion and freedom of expression. Meanwhile the cartoonist depicts the figure SBY became upset when receiving criticism of Megawati which is a political opponent, and about this case it becomes a question of how large the value of democracy has been applied in SBY's self. It is about irony. The discourse constructed in this cartoon is the attitude of President SBY when receiving criticism over his political performance from politician opponents is unacceptable to the big heart. This cartoon represents about irony communication of SBY can not endure criticism meanwhile he himself has been declared as a democrat.

Figure 2. Ahok Support No More Chinese Term, Inilah.com, March 22, 2014.

The second political cartoons depicting caricatures of SBY is being elevated by Ahok. In SBY's hands there is torn paper with China text. The symbolism in this cartoon is the Chinese term to mention descent citizens changing to be of Tionghoa, established by Presidential Decree Number 12, 2014 issued by President SBY. The depiction of exaggerated the elements in this cartoon are Ahok as a vice governor Jakarta raised SBY just like a couple, it is clear that the message was delivered about a sense of pride and gratitude that so high of the figure Ahok which is considered to represent the ethnic Chinese, at the discretion of the reform government in this case the president SBY to change the Chinese term to the ancestry residents in the new order era as a sentence is

considered harassing or racist. The depiction of figures Ahok cradling SBY is analogy for Ahok position as the subordinate of president Yudhoyono. The irony is put forward in this cartoon is a presidential decree issued by Yudhoyono ahead of the 2014 elections, impress laden politically. History records that the Indonesian diplomatic relations with communist countries experiencing disharmony especially when the new order era. But since the reform era begin, and the relationship with China improved which impact to ethnic Chinese began to be accepted by society in Indonesia. Based on the visual discourse analysis, the relationship between the text and context explained that the president decision issued by the end of his position as president bring indications of hidden goal of his policy, especially the approaching of the presidential election schedule at 2014.

Figure 3. Increased defense equipment, Yudhoyono ready to combat, Inilah.com, March 22, 2014.

The third political cartoons depicting two caricatures of President Yudhoyono in different occasions, where the first image showing SBY covering his mouth with a plaster while on his side there are two people laughing at him, and the second image depict SBY with Rambo style complete with weapons. The two people who laughing at Yudhoyono depicted using symbolism in which one wearing the traditional clothes neighboring country as Malay, the other had blonde hair is a symbol of neighboring Australia are always disturbing the dignity of Indonesian. The use of exaggeration elements is depiction Yudhoyono figure in a Rambo-style, a superhero U.S. on Vietnam war. Both of images are separated vertical line and given label each to give meaning contrast between picture messages to one another, where a message of greeting SBY like an irony that says "Indonesia Combat Ready" with the power of defense equipment (Major Equipment Armament System) which demonstrated in an event in Surabaya when the cartoon published, meanwhile SBY more silence when facing the neighboring countries who insulting national dignity. The analogy used by the cartoonist is showing force in defense equipment just like the U.S. superhero, Rambo that defeated the Vietcong soldiers in the Vietnam war. Based on visual discourse analysis, political communication SBY in face disruption from neighboring countries seem not 'ferocious' his speech while attending a show of forces the Navy's arsenal in Surabaya.

4. Conclusion

Assess of political cartoons featuring the caricature of President Yudhoyono with his political issues, based on Visual Discourse Analysis it can be concluded that SBY has the characteristics of political communication (1) Allergy criticism, in which as the party leaders who uphold the values of democracy as a ideologies, in line also with the name of his party, but in reality SBY is not easy to accept criticism especially criticism from political opponents. (2) Political Imagery, in this case President Yudhoyono prefers imaging strategy by choosing a particular moment to draw sympathy towards such strategic policies to support minority groups. (3) High diplomacy, in which President Yudhoyono prefers diplomacy rather than taking real action in the face of attacks that interfere with the sovereignty of nation from neighboring countries.

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