

ANALYSIS OF CRITICAL DISCOURSE AND RHETORIC SPEECH MINISTER OF EDUCATION NADIEM MAKARIM ON TEACHER'S DAY 2022 AND ITS IMPLEMENTATION IN LEARNING

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Abstract

Van Dijk's Critical Discourse Analysis (AWK) on text structure (macro, superstructure, and micro) in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 is shown by the theme in Nadiem Makarim's speech is an invitation to innovate to realize Independent Learning. The superstructure in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 consists of a scheme which includes introduction, content and closing; semantics which includes background, detail, and purpose; and presuppositions. The microstructure found in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 is a graphic lexicon and rhetoric.

INTRODUCTION

National Teacher's Day which every year especially in 2022, the minister of education, culture, research and technology, namely Mr. Nadiem Makarim delivered his speech. His speech in 2022 that was delivered put more emphasis on achievements and hopes for the future after the pandemic that has occurred. The contents of his speech showed more enthusiasm and hope for the welfare of teachers and students. Apart from that, in his speech, he explained the achievements that have been achieved by Indonesian education, namely the independent curriculum which has been running and continuing to develop for three years. With the independent curriculum, he hopes that there will be innovation and movement for change in learning for both teachers and the ministry of education, and will continue to be encouraged to innovate and provide the best for the world of education and students. In his speech he also explained about the platform launched by the ministry of education, namely the independent learning platform can also help teachers and students to access learning modules. Language is one of the manifestations of society to identify themselves with other human beings (Hartanto et al., 2022)

Nadiem Makarim promised teacher welfare by giving directions to all regional heads to be able to appoint driving teachers to become school principals and school supervisors. In addition, in his speech Nadiem Makarim stated that priority should be given to being able to appoint honorary teachers who are appointed as ASN or "State Civil Apparatus" by means of selection from Government Employees and through a Work Agreement or commonly referred to as PPPK. Article writing that complies with refined spelling rules is inseparable from the media that publishes the writing (Oktafiani et al., 2022)

The focus of his speech was on the achievements that had been achieved and gave encouragement, support and hope to the teachers. Speech is an interesting form of oral discourse to study or study, because speech is not only intended to convey but also to influence or persuade the audience as speech partners. This research examines local wisdom in the folklore of Banten province as an effort to develop Banten's cultural history (Hartanto et al., 2022)

The speaker's position is higher than that of the audience, because it is not always acceptable for the audience to voice criticism when a public speaker is addressing a larger group. So that in this study the focus is on analyzing the critical discourse "Van Dijk" [2] and the rhetoric in the speech of the minister of education Nadiem Makarim on Teacher's Day in 2022 and its implementation in learning [3], and examine how Van Dijk's critical discourse analysis (AWK) on text structure (macro, superstructure, and micro) in the speech of the minister of education Nadiem Makarim on teacher's

day in 2022, how is Van Dijk's Critical Discourse Analysis (AWK) on social cognition in speech, Van Dijk's Critical Discourse Analysis (AWK) in social contexts, logos (logic) aspects in rhetoric in speeches, pathos (emotional) aspects in rhetoric, ethos (credibility) aspects in rhetoric, and Nadiem Makarim's educational implementation on Teacher's Day. 2022.

METHODE

The term "implementation" can refer to the process, method, or act of realizing the action (plan, choice, etc.). The success or failure of student learning activities, the procedures they undergo to acquire various kinds of abilities and attitudes in the context of forming a healthy personality, are strongly influenced by the system. the student's learning.

DISCUSSION

Discourse analysis is part of the critical research paradigm in the field of textual analysis, which views messages as power struggles and interprets news through this lens. The theory used in this critical paradigm does not come from the language used, but from the introduction of the concept of discourse by Michael Foucault and Althusser. analysis language error analysis is a process of work done by researchers to find language errors with several stages and can explain the form of the error based on the cause (Yusuf et al., 2022). Foucault's most important contribution is theorizing and conceptualizing discourse as a social practice. Discourse can be used as a form of social control, social normalization, and disciplinary action. Meanwhile, in Althusser's view, discourse functions both in defining and in situating people.

Van Dijk is one of several leading linguists in discourse studies. According to Van Dijk, a text can be broken down into several levels or structures, all of which work together to strengthen the whole. Van Dijk who said that AWK highlighted inequality and power created by social processes. Therefore, AWK is used to study how we speak and understand issues of race, gender, power, and culture. Action, context, history, power, and ideology are at the heart of critical discourse analysis, on which the field is based. Grammatically the word battle in the poem has the meaning of activities between groups or individuals against real life. Short stories are organized on various levels; they simultaneously appeal to the reader's sense of realism, understanding, emotion and moral sensibility (Muffidah et al., 2021)

The focus of Van Dijk's analysis is on the ways in which dominant groups, social structures, and individual and collective levels of awareness and understanding shape and influence certain texts. Van Dijk's analytical framework is sometimes called the "social cognition" framework. Three dimensions of discourse are discussed, and these are text, social cognition and social context. These three factors are combined to form the basis of this analysis. A complex learning process will involve the material, the application of methods, the giving of student grades, and so on (Sulaeman et al., 2021).

According to Van Dijk, there are three levels in the text dimension, and all of them work together to reinforce each other. Macro-level organization, in the first place. Typically, this expansion of the meaning of the term is associated with the broader context that affects the meaning of the whole set of expressions (Muffidah et al., 2021). This framework represents the overall meaning of a piece of writing, as determined by the main ideas it explores. Second, there is a roof. The superstructure of the text consists of the whole, starting from the introduction and body to the conclusion. Microstructure is the third and smallest level. Analysis of the local meaning of text at the level of words, sentences, propositions, clauses, paraphrases, and images, often known as "microstructure"

The use of rhetoric in public discourse cannot be denied. Aristotle also outlines the ethics of rhetorical art. Truth and justice are two ideals that are respected and admired by the majority of people. Aristotle goes further on this idea by noting that an orator can influence his listeners by appealing to their emotions Rhetorical problems can be broken down into verbal and nonverbal components, according to some experts. Rhetoric requires familiarity with language and skills in its use, while nonverbal rhetoric requires familiarity with the object to be conveyed. Thus, structural studies focus more on the integration of the intrinsic elements of the story, including theme, plot, character and characterization, setting, point of view and others (Tartila et al., 2023)

CONCLUSION

Van Dijk's Critical Discourse Analysis (AWK) on text structure (macro, superstructure, and micro) in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 is shown by the theme in Nadiem Makarim's speech is an invitation to innovate to realize Independent Learning. The superstructure in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 consists of a scheme which includes introduction, content and closing; semantics which includes background, detail, and purpose; and presuppositions. The microstructure found in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 is a graphic lexicon and rhetoric. [9]

Van Dijk's Critical Discourse Analysis (AWK) on social cognition in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 shows the Merdeka curriculum created by Nadiem Makarim to continue to be developed and implemented.

Van Dijk's Critical Discourse Analysis (AWK) In the social context in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 shows that Nadiem Makarim has the power to promise the welfare of teachers in Indonesia.

Aspects of Logos (Logic) in Rhetoric in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 found are entimem logic and examples.

Aspects of Pathos (Emotion) in Rhetoric in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022, namely emotions of friendliness or friendliness, admiration or admiration, pity or pity, and confidence or belief. [10]

The Aspect of Ethos (Credibility) in the Rhetoric in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 is the element of virtuous character (character) and goodwill. Implementation in the Speech of the Minister of Education Nadiem Makarim on Teacher's Day 2022 can be done in the form of learning speech text for class IX students to train students' speaking skills.

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