

Bhinneka Tunggal Ika As A Hypersemiotic Phenomenon

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Abstract: *This study is aimed to describe the term of Bhinneka Tunggal Ika as a hypersemiotic phenomenon. Bhinneka Tunggal Ika is well-known as the slogan of Indonesia that has meaning 'unity in diversity'. Hypersemiotics in this research is revealed by comparing speech of Former President, Susilo Bambang Yudhoyono. These speeches are addressed to society. Definitely, the meaning of Bhinneka Tunggal Ika is more than unity in diversity, but beyond its common knowledge that Bhinneka Tunggal Ika is the term of tolerance. In analyzing the speech text, I use a combination method of quantitative and qualitative approaches. In process, I do analyse both word frequency that is relating to the signs and codes by Roland Barthes. After that, I analyse the signs of double coding as a hypersemiotic phenomenon to show the context of situation. The finding shows that there is an emphasis in relation between word frequency and signs that connected to double coding in describing the context of situation.*

Keywords: *Bhinneka Tunggal Ika, Word Frequency, Hypersemiotic, Context*

1. Introduction

In this study, I concern the issue of hypersemiotics represented in the slogan of Indonesia – Bhinneka Tunggal Ika. This slogan becomes the main topic in speech of Former President of Indonesia, Susilo Bambang Yudhoyono. The linguistic evidence is taken from some speeches of Former President that have a focus in topic of Bhinneka Tunggal Ika in year of 2016 and 2017, especially written on official Former President's Party – www.demokrat.co.id.

Bhinneka Tunggal Ika as a slogan that becomes a great soft power in practices of religions and cultures in Indonesia. The much-discussed in this study is started from what is defined as a sign, hypersemiotics and context.

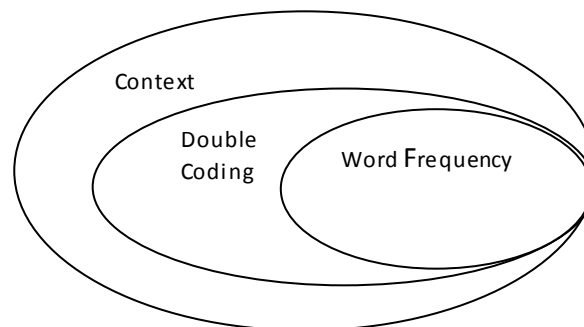


Figure 1. Map of Analysis

Firstly, I take this analysis from mining of word frequency. I do investigate that there is a relation between sign and word frequency. Starting this analysis, I do use Python programming to help me in order to get the word frequency analysis. The early of hypothesis that word frequency has the equal position with signs in semiotic analysis. In process of analysis word frequency, I use specific keywords that relating to the Bhinneka

Tunggal Ika – ‘bersatu’, ‘persatuan’, ‘kebhinnekaan’. In addition, I compare the results of word frequency between speech in 2016 and speech 2017. There is a significant result in using of those keywords.

Secondly, to encourage both quantitative analysis, I do analysis signs through a qualitative approach in analysing code to double coding with semiotic theory of Roland Barthes.

In the term of semiotics, code means the chain of signs. Bhinneka Tunggal Ika as a sign, have a structure. Saussure has formulated the structure which contains signifier and signified. Then, Barthes, in Copley (1999) expands the formula with the connotation aspect.

TABLE 1. Denotation and Connotation Roland Barthes

<i>signifier</i>	<i>Signified</i>
denotative sign	
connotative signifier	connotative signified
connotative sign	

There are two degree in analysing signs. Barthes calls this as Orders of Signification. First order belongs to denotation meaning and Second order belongs to the connotation meaning. The set of signs is called a code. Code in this structural semiotics is going to be a hypersemiotic phenomenon, from the consensus meaning to disensus meaning. Consensus means with agreement and the other hand, disensus, means that code can join in another code that forming a new code. According to the Pilliang (2012), hypersemiotics is only the term of phenomenon.



Figure 2. Double Coding

The last, much-discussed about the context. Both analysis before, word frequency and sign to double coding in hypersemiotics, trying to reveal deep description about context of situation. Relating to the Systemic Functional Grammar, Halliday (1975) states about context that:

Context of situation in this functional grammar is set on register. It would talk about language metafunction: field, tenor and mode. First, field is talked about topic. It relates to the ideational meaning. Second, tenor, is portrayed about relation between speaker whom speaks to whom. This metafunction relates to interpersonal meaning. The last, mode, is talked about channel. Commonly it relates the manner of textual information.

Increasing word frequency of ‘kebhinnekaan’ from speech year of 2016 to 2017 shows that the important emphasis that could delivery or exchange the information. This mainly talks about metafunction of field. In addition, word frequency of ‘kebhinnekaan’ definitely shows the topic, focus and tension of important information that has been delivered. All of them have the same topic in Bhinneka Tunggal Ika. Yet, in the speech of 2017 the word frequency of ‘kebhinnekaan’ is in highest frequency.

TABLE 2. Context of Situation

Metafunction	Contains	Analysis
Field	Topic of Bhinneka Tunggal Ika	Word Frequency result indicates an emphasis of information/ focus.
Tenor	Speaker’s Relation	Former President Susilo Bambang Yudhoyono talks to society.
Mode	Channel	Textual information

As those descriptions above, this research uses a mixed method of quantitative and qualitative approaches. Quantitative method is used to encourage the qualitative method for getting deep in analysing of descriptive qualitative approach.

2. Findings And Discussion

2.1 Word Frequency

For this analysing data in mining word frequency, I use Programming Language Python. Based on the result of Python process, there is extremely contrast in increasing word frequency of 'kebhinnekaan'.

This analysis would help the qualitative approach in order to get more deep analysis of signs through this quantitative approach. Both of data source is taken from official website of www.demokrat.or.id.

The most significant keyword, then, be analyzed as a sign of social semiotics in code. Those keywords are 'bersatu', 'persatuan', and 'kebhinnekaan'. This method works to get the emphasis word that relates to the sign representing context as global issue. This result of word frequency has not complete yet to explain this research goal in describing the context of situation. This method especially needs only to encourage better analysis. It means that still it needs a combination in quantitative and qualitative approach.

Here below the result of word frequency with programming language Python:

TABLE 3. Finding Data of Word Frequency

Key words	Title : Pulihkan Kedamaian dan Persatuan Article 28 November 2016	Title: Dies Natalies Partai Demokrat Article 07 Februari 2017
Bersatu	2	3
Persatuan	1	1
Kebhinnekaan	2	17

The word of 'bersatu' (unity) is increased but it is not a significant number. Meanwhile, the word of 'kebhinnekaan' (diversity) has increased in a significant number.

2.2 Codes

The term of code contains interconnected signs. These below the finding data of Bhinneka Tunggal Ika in keyword of 'kebhinnekaan':

TABLE 4. Finding Data of Codes

Title	No.	Sentences
Pulihkan Kedamaian dan Persatuan Article published 28 November 2016	1	»...Pemerintah memilih cara melakukan gerakan imbangan dengan tema besar menjaga kebhinnekaan dan NKRI.« »... <i>Govemernt has chosen to do the balanced action according to the our focus to keep the diversity dan Republic of Indonesia.</i> «
	2	»...Mengalirkan isu Pak Ahok ke wilayah SARA, kebhinnekaan dan NKRI, dengan segala dramatisasinya menurut saya menjadi kontra produktif. « »... <i>to deliver the issue of discrimination of tribes, religion, and etnic, also diversity of nation and republic of Indonesia, with all its dramatisation, I think it becomes contra-productive.</i> «

Increasing repetition word of 'diversity' becomes main emphasis on analysis descriptive qualitative approach.

TABLE 5. Finding Data of Codes

Title	No.	Sentences
Dies Natalies Partai Demokrat Article published 7 Februari 2017	1	»...Dan saya akan soroti tiga topik penting, yaitu keadilan, kebhinnekaan dan kebebasan. Justice, diversity and freedom.«

		»...and I will focus on three main topics: justice, diversity and freedom.«
	2	»...Kita tahu, keadilan, kebhinnekaan dan kebebasan mudah diucapkan, tetapi tidak mudah untuk diwujudkan.« »...we know that justice, diversity and freedom are so easy to speak but is not easy to make them real.«
	3	»...Negara memiliki kewajiban dan tanggung jawab yang besar ~ agar keadilan tegak, kebhinnekaan diwujudkan, dan kebebasan dijamin serta diberi ruang yang cukup.« »...country has a duty and great responsibility ~ in order to keep justice, to stand diversity and freedom is guaranteed to have a space .«
	4	»...Sehingga, jika dalam pidato ini saya mengangkat keresahan banyak kalangan tentang wajah keadilan dan kebebasan, dan dalam batas-batas tertentu juga kebhinnekaan kita, tidak berarti begitu saja saya menyalahkan negara dan pemerintah.« »...in order that. In this speech I raise the problem much-discussed about face of justify and freedom and the certain boundaries also in diversity , this means that not to blame country and government«
	5	»...Berbicara tentang kebhinnekaan tetap dan selalu relevan. Menjaga dan merawat kebhinnekaan boleh dikata menjadi never ending goal.« »...talking about diversity is always relevan. Maintance and keep diversity it is never ending goal.«

This analysis is extending from quantitative result about the highest frequency of word ‘kebhinnekaan’ in the speech of year 2017. Those articles have the same topic in Bhinneka Tunggal Ika. In addition, both analysis methods above have raisen the emphasis of word ‘kebhinnekaan’ which has a meaning of diversity. In this study, we reveal the meaning Bhinneka Tunggal Ika as “unity in diversity”. Definitely, there are two signs ; first sign is unity and the second sign is diversity. The quantitative approach has been encouraged the qualitative data that there is an emphasis information that has been delivered by the highest frequency word of ‘kebhinnekaan’. This two signs become double coding when they fuse into one sign.



Figure 3. Process of Double Coding

Double coding is one of hypersemiotic symptoms. Tolerance becomes the value of double coding form unity and diversity. This new sign would be relating to the context of situation - tolerance as global issue of Indonesia and also as a wake up call for society.

TABLE 6. Context Analysis

Metafunction	Analysis
Field	Highest Frequency of ‘kebhinnekaan’ (diversity) and this equal position with unity as a Grand Topic in Bhinneka Tunggal Ika.
Tenor	Former President Susilo Bambang Yudhoyono talks to society. This condition means aquite power to deliver information.
Mode	Delivering information in the form of speech.

2.3 Conclusion

The aim of analysing context would be done in combining both qualitative and quantitative methods. It is more giving a deep description about context of situation. Word frequency in this first analysis relates to the sign that the highest word frequency is about 'kebhinnekaan'.

The second analysis, signs, connected to the set of codes regarding to the consensus meaning. In addition, codes analysis in this research is interconnected to other signs that belong to form double coding. Sign of unity and sign of diversity, both of them is fused and shaping a new sign, tolerance. The last, the interpretation of double coding describes context of situation about tolerance - becomes global issue in Indonesia, also as a wake up call for society.

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