HALAMAN PENGESAHAN SKRIPSI
AN ANALYSIS OF MODALITY IN PRESIDENTIAL CANDIDATES
SPEECHES AFTER RECEIVING THE SERIAL NUMBER IN 2023

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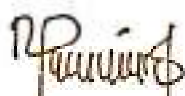
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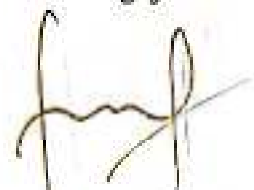bersangkutan memperoleh gelar SARJANA PENDIDIKAN (S.Pd).

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CHAPTER I

INTRODUCTION

This chapter consist of the background of the study, identification of the problem, the scope of study, the problem of study, the objectives of study, the Significances of research.

1.1 The Background of the Study

This year is marked by an important period in the world of politics. Discussions surrounding the election of presidential candidates are the main focus in this country. This presidential election is the center of attention of the Indonesian people because the election of a president has a big influence on the direction and policies of the country. The three presidential candidates are competing to campaign to win the hearts of the people. The three presidential candidates are campaigning by giving speeches. Speeches are a form of oral communication that structured, where someone verbally conveys their ideas or messages to their audience. The speech delivered is their way of communicating with the public. The speech acts as a means to convey the concept of performance that will be carried out if elected as president and also to convince the public in making their choice. Political speeches delivered by political figures are not only a tool for conveying messages, but also as a very important means of spreading an ideology to society (Mora Lopez, 2012, p. 39). The success of a political speech does not necessarily depend on its correctness, but rather on the ability to present the argument well (Beard, 2000, p. 18).

Therefore, word cho ice is a key element in designing political speeches. In an effort to achieve the desired impact, political speeches use various linguistic

devices, one of which is modality. In (Tampubolon, 2017, p. 141) research entitled "Critical Discourse Analysis on Medan Local Newspapers' Editorial", critical discourse analysis is a form of discourse analysis research which primarily focuses on how abuse of social power, domination and inequality occurs, is reproduced and confronted through texts and conversations in a social and political context. Critical discourse analysis focuses on the analysis of texts and conversations in the public domain, including advertisements, newspapers, political propaganda, official documents, laws and regulations, and various other types of public speech. Modality in discourse analysis is related to how speakers express attitudes, beliefs, or certainty regarding the information they convey. In discourse analysis, we can analyze how modality is expressed through word choice, sentence structure, and overall language style. In discourse analysis, modality plays an important role because it can reveal the extent to which the speaker associates himself with the information conveyed. Modality is not only a way to express interpersonal functions, but also the social roles of speaker and listener (Halliday & Matthiessen, 1970, p. 143) in (Ling Zhang, 2013, p. 164)

(Halliday & Matthiessen, 2004a, p. 618) state that modality refers to the domain of meaning between yes and no, mediating between positive and negative polarities. They also add that modality reflects different ways of interpreting the semantic space between positive and negative poles. Modality is divided into two classifications, namely modalization and modulation. In modalization there are categories of probability and frequency and modules there are categories of must and tendencies. Modality is also classified into three basic values as assessment capital, namely high, medium and low. Modality also includes the use of words

such as must, will, and may be an important element in forming an image and communicating the commitment and vision of a presidential candidate. Understanding modality in a presidential candidate's speech after getting a serial number involves research on language elements that communicate the level of certainty, opportunity, ability or probability in their speech.

Many studies have been carried out by researchers regarding modality, such as research conducted Research by (Rosyda & Citraresmana, 2020, p. 30) on Donald Trump's Speech on the Iran Nuclear Deal". This article analyzes Donald Trump's Speech on the Iran Nuclear Deal 2020, focusing on its types of modalities. Data were taken from speeches and explained using (Halliday & Matthiessen, 2004b, p. 618) modality framework. Data analysis was carried out using a Systemic Functional Linguistics framework. Research by (Siahaan Hiace Vega Fernando& Purba Bahharudin, 2023, pp. 46–48). This research describes the use of modalities in Jokowi's speeches at political party anniversary celebrations in Indonesia. The research approach used by researchers in this research is the Systemic Functional Linguistics approach. Method Data collection was carried out through online participatory observation, and data analysis was carried out interactively, including data collection, data reduction, data presentation and drawing conclusions.

Research by (Al, Syartanti Nadya Inda, Artawa Ketut, 2023, pp. 12–15) The data used is from President Joko Widodo's state speech at the 2021 MPR/DPR plenary session. The analysis method uses AntConc as a corpus data processing tool, focusing on text analysis to identify modality dominance. Research by (Gho Gunawati, 2021, p. 201).This research aims to analyze the contents of the book "How Children Succeed" by Paul Tought to determine the type and level of

modality use. This research method adopts (Halliday & Matthiessen, 2014a, p. 172), modality theory in Systemic Functional Linguistics, with data analysis carried out manually without using software. The data source comes from the book "How Children Succeed" by Paul Tough, published by Random House Books in 2013, covering chapters one to five without involving an introduction, acknowledgments, source notes, and index. It can be concluded that Rosyda & Citraresmana, Siahaan Hiace Fernando & Baharuddin Purba, and Gho Gunawati & Arsen Pasaribu use Halliday's Systemic Functional Linguistics approach in studying modalities, Al, Syartanti Nadya Inda, Artawa Ketut, uses AntConc as a corpus data processing tool, with a focus on text analysis to identify modality dominance.

The similarity between this research and previous research is that they both use Halliday & Matthiessen's theory, which uses a Systemic Functional Linguistics approach. The difference is Al, Syartanti Nadya Inda, Artawa Ketut's research uses AntConc as a corpus data processing tool. The aim of this research is also different from previous research. This research analyzes the types and levels of modality used in the speeches of the three presidential candidates after receiving serial numbers. The aim is to understand how presidential candidates convey their attitudes, involvement, or beliefs in the speeches they deliver. In analyzing the speech modalities of the presidential candidates, we can identify the emotional nuances, certainty or trust that the three presidential candidates want to convey to the public. In an effort to win public support, the three presidential candidates will compete in speeches. So analyzing the modalities in the speeches of the three presidential candidates after getting the serial numbers can help understand campaign strategies, assess leadership and express beliefs, analyze the

communication strategies used, assess the suitability of the message to the audience, and detect political issues and priorities that are considered important. The three presidential candidates, as public figures, have an important role in shaping public opinion. Therefore, understanding the use of modality in the speeches of the three presidential candidates after receiving the serial numbers can help in identifying the communication strategies used to influence voters. This analysis can also provide insights into how presidential candidates build self-image and reinforce their campaign messages, which in turn can influence the outcome of the presidential election.In the speeches of the three presidential candidates after receiving their serial numbers, there was the use of modality. One of them was in the speech of presidential candidate number 2, namely Prabowo Subianto.

Data :

> *"Bapak Ibu saya ingin sampaikan dalam kesempatan yang berbahagia ini, setelah ini kita **mesti** bisa memastikan bahwa arah reformasi mesti kita tuntaskan, demokrasi yang berjalan jurdil, situasi yang berjalan pada rel, dan kita selenggarakan dengan betul-betul membawa integritas yang jauh,jauh sekali dari unsur KKN, **harus** kita pastikan" - Prabowo*

> ("Ladies and gentleman, I would like to say that on this happy occasion, after this we **must** be able to ensure that we complete the direction of reform, democracy that can run on rails, and that we carry it out with true integrity that goes far, far away. From the KKN element, we **have** to make sure" -Prabowo)

In this statement, there is the use of modalities that indicate obligation. For example, " we must be able to ensure" stresses the obligation to complete reforms. The use of "must" emphasizes the urgency and necessity of achieving certain goals. Apart from that, "we must ensure" also shows a strong obligation to maintain integrity and avoid corruption (KKN). This confirms commitment to the principles of clean democracy and integrity. Obligation fall into the type of modulation modality. This analysis falls into the "medium" category in terms of modality use.

Although there is a strong element of obligation in the statement, there is no very firm or absolute emphasis. For example, the use of "must" and "we must ensure" shows a clear obligation, but not to a very high or absolute level as in the use of the modality level "high".

1.2 The Problems of the Study

1. How types of modalities are realized in presidential candidates' speeches after receiving serial numbers ?

2. What are the interpretation of modalities used in presidential candidate's speeches after receiving the serial number 2023?

1.3 The Objective of the Study

The objectives of this research entitled " Analysis of Modality in Presidential Candidates'Speeches After Receiving the Serial Number in 2023" are as follows :

1. Identify the types of modalities used by the three presidential candidates in their speeches after receiving serial numbers.

2. To gain an understanding of how the certainties, obligations, or possibilities conveyed by presidential candidates in their speeches are numbered.

1.4 The Scope of the Study

This analysis focuses on the presidential candidates' speeches, which were delivered specifically after determining the serial numbers in the 2023 election campaign. This research will examine the modalities (probabilities and habits) and modulations (obligations and tendencies) used by the candidates in their speeches. This research will also explore the relationship between using modalities in

speeches and the persuasive strategies that candidates apply in shaping public opinion. The method used in this research is a qualitative method to examine the emergence and structure of modal expressions, providing a comprehensive understanding of their use. This research will analyze the impact of modality on public perception, aiming to outline how language choice influences voters' opinions and attitudes. This study will include a comparative analysis between presidential candidates, by identifying similarities and differences in using modalities. The focus of this research lies in the broader scope of political discourse, with the aim of contributing to the understanding of language dynamics in the context of presidential elections. In analyzing the data, researcher used the theory of Halliday and Matthiessen (2014). In this research, researcher used observation and documentation as data collection methods.

1.5 The Significant of Research

1. Public

   Researchers hope that this research can help the public more easily understand the speech delivered by the third presidential candidate.

2. Theoretically

   This research can provide information regarding the realization of modality in the speeches of the three presidential candidates for those who are interested in analyzing modality.

3. Practically

   This research has significant relevance for English teachers, English language learners, and reader in general. It is hoped that the research results can become a reference for English teachers in teaching, illustrating the implementation of

the modality and its role in everyday life. The relevance of this research is also important for learners of English as a Foreign Language (ELF), in the hope of enriching their understanding of the modality, especially in speech contexts. In addition, it is hoped that this research can expand readers' knowledge about modality analysis.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoritical Framework

Before conducting research, it is important to collect several theories regarding modalities as a basis for research support. Next is a literature review and research conceptual framework.

2.1.1 Discourse Analysis

Discourse analysis is an approach used to study language in social, cultural, and political contexts to understand how meaning is constructed, conveyed, and interpreted in communicative interactions. Discourse analysis involves a variety of approaches that can be grouped into an emphasis on the study of language use or the structure of socio-cultural meaning (Keller, 2012, p. 6). Discourse analysis goes beyond the elements of language like words clauses, phrases, and sentences necessary for effective communication. It explores language patterns across texts and explores language the interplay between language and its social and cultural contexts. This approach also delves into how language usage shapes varying perspectives of the world and diverse understandings, examining the influence of the interpersonal relationships on language use and its impact on social identities and relations. Additionally, discourse analysis investigates the construction of worldviews and identities through language use, encompassing both spoken and written texts (Brian, 2006, p. 2). Discourse occurs in specific contexts, whether while someone is speaking, in a conversation, or even when seomeone is sitting at a table every once in a while.

In (Paltridge, 2012, p. 7) assert that discourse analysis provides insight into language at the textual level and its practical application. This approach examines how individuals attain specific communication objectives, engage in communicative acts, participate in events, and present themselves through language use. Discourse analysis scrutinizes how people navigate interactions, communicate within various group and societies, interact with other groups and cultures, and extends its focus to actions beyond language, encompassing the communication of ideas and beliefs. From all the definition about discourse analysis, discourse analysis is the study of language patterns beyond clauses or sentences, concentrating on linguistic aspects essential for effective communication. It also delves into the intricate relationship between language and society.

2.1.2 Systemic Functional Linguistic

Explaining the grammar of a language can be approached in various ways. One perspective views grammar as a set of rules, while systemic functional grammar (SFG) , also known as systemic functional linguistics or systemic functional language (SFL), perceives grammar as a combination of rules and meaning. SFL, introduced by Halliday, delves into a language as a resource for meaning, emphasizing structures and function within society. It stands out from other language theories by integrating both systemic and functional characteristics. According to (Halliday & Matthiessen, 2014b, p. 93), language serves as a resource for creating meaning, and text is the process of meaning-making within a context.

In Systemic Functional Linguistic (SFL), modality emerges as a fitting theory for addressing the issue, serving as elements that express the speaker evaluation of their speech content. Modality indicates the writer or speaker conveying a personal

perspective rather than an objective fact (Bankole, 2014, p. 138). Additionally, SFL considers the situational context crucial for comprehending speech meaning (Djatmika & Santosa, 2022, p. 209). Ignoring the context may results in a misalignment between tne intended meaning of the speaker and the interpreted meaning of the speech.

2.1.3 Metafunctions

In Systemic Functional Linguistics (SFL), language usage is categorized into three metafunctions: experiental, interpersonal, and textual. These metafunctions, as discussed by Bloor & Meriel and Matthiessen et al, provide principles for analyzing language and shaping the structure of clauses to understand speech from various perspectives.

2.1.4 Interpersonal Function

According to (Halliday & Matthiessen, 2014a, p. 83), the clause's structure within an exchange involves a transaction between speakers where the speaker assumes responsibility for the validity of their statement, aiming to achieve a certain outcome. Additionally, Halliday defines interpersonal meaning as language functioning as both interactive and personal, portraying it as an action. When analyzing language, Halliday employs three metafunctions: ideational meaning, interpersonal meaning, and textual meaning. Ideational meaning pertain to the content or proposition of a message expressed in the clause, focusing on the subject matteror discourse field. On the other hand, textual meanings revolve around establishing coherence in the clause, addressing how to shape the text. This type of meaning delves into the social function of language and the involved participants,

specifically concentrating on the interaction between speakers and addressees. Interpersonal meaning is concerned with how individuals express their attitudes and judgments to influence others, encompassing actions such as providing and seeking information, persuading, and expressing opinions on matters like probability, necessity, and desirability.

2.1.4.1 Definition of Modality

Modality reflects interpersonal meaning because it expresses the speaker's assessment of the possibilities or obligations involved in what he says. Interpersonal meaning includes the expression of the speaker's attitudes and assessments in interacting with other people, expressed through words (Fitri et al., 2021, p. 12). (Österbauer et al., 2005), defines modality as "a category that includes the type of speech act or the level of certainty when conveying something". In addition, (Eggins, 2004) in (Baene et al., 2022, p. 487) states that modality is a complex aspect of English grammar that studies how to convey messages in text, as well as how humans express attitudes and judgments in various ways. (Palmer, 2001, p. 236), suggests that modality, along with tense and aspect, is a cross-linguistic grammatical category that conceptually relates to the events or situations conveyed by speech. Furthermore, from a grammatical perspective, (Hardjanto, 2019, p. 131) asserts in his functional framework that modality originates from the interpersonal aspects of language and is commonly conveyed through verbal and linguistic elements.Verbal elements encompass modal auxiliaries like will and would, while lexical elements encompass adverbs, adjectives, nouns, and verbs. Beyond these lexical elements, (Huddleston & Pullum, 2002, pp. 173–175) include past tense, various clause types, particularly imperatives and interrogatives, subordination, and

the use of parentheses. (Halliday & Matthiessen, 2014b, p. 618) explain that modality is related to the level of transition between positive extremes and negative extremes. As a medium, modality can objectively reflect the speaker's assessment of a topic. Additionally, it can express social role relationship, levels of formality, and power dynamics .

From the experts' conclusions, it can be concluded that in general, modality is a communication tool used to express the relationship between the speaker and his speech. Modality refers to a category in language that reflects interpersonal meaning, involving the speaker's assessment of the possibility or obligation in his statement. Modality also shows the degree of transition between positive and negative extremes in grammatical terms. Modality is divided into two, namely modalization (indicative type) and modulation (imperative type). If the clause is an information clause (a proposition with an indicative congruent form), it indicates the possibility of 'yes or no' (maybe) or 'yes or no' (sometimes). For 'goods and services' clauses (proposals without real congruent form, but which can be considered imperative by default), this indicates 'either' 'is wanted to', related to a command, or 'wants to', in the context of an offer, indicating a certain value of obligation or inclination.

2.1.4.2 Types of Modality

Modality as the speaker's evaluation or the listener's request for evaluation regarding the status of what is being discussed (Halliday & Matthiessen, 2004a, p. 618). This is categorized into two main groups namely proposition (modalization) and proposal (modulation).

A. Modalization

Modalization is a linguistic concept that relates to the expression of the speaker's attitude or view towards the information being conveyed. Modalization is categorised into probability and usuality (Halliday & Matthiessen, 2014a, p. 176) suggest that when individuals communicate to share or provide information through statements or questions, the meaning of the clause is referred to as a proposition. Propositions encompass two categories of intermediate possibilities, namely: (a) probability: "possibly/probably/certainly". Probability includes the way the speaker expresses an assessment of the possibility or existence of something, while usuality related to the way the speaker expresses an assessment of the frequency of something happening. Probability and usuality can be used with the following:

(a) Limited Modal Operators in Verbal Groups Modal operators in the verbal group are one way to convey probability and usuality. In this context, the speaker uses certain modal words or phrases that imply a level of probability and usuality related to the statement made. For example, "maybe", "probably", or " definitely" can indicate an assessment of the probability or usuality of an event.

(b) via a modal adjunct indicating either probability or usuality, and

(c) through a combining of both, creating a prosody of modalization.

There are two types of intermediate possibilities: degrees of probability (maybe, probably, definitely) and degrees of habit (sometimes, usually, always).By finite modal operator in the verbal group (may/might, can/could, must, have/has to, ought to, need to, dare, is/was to. For example of modalization:

a. She may come

She	May	Come
	Modalization, Probability	

b. It must happen

It	Must	Happen
	Modalization, Usuality	

c. She usually comes at 10

She	Usually	Comes	At 10
	Modalization, Usuality		

B. Modulation

Modulation is defined as a way for speakers to express their assessment or attitude towards actions and events. When someone performs an action for another, they not only have a dogmatic choice to do or not to do, but can also state the extent of their obligations and inclinations. As part of interpersonal realization, modulation always deals with requests, directions, suggestions, permission, actions, or abilities (Eggins, 2004, p. 334). Eggins further explains that modulation is related to the way we express requests, give directions, or express willingness to get someone to do something. This can be done through questions, declarative statements, suggestions, or even imperative statements. Similiar to modalozation, modulation is also divided into two subcategories: inclination and obligation. Obligation: When the speaker carry out the command, while inclination when the speaker fulfill the offer. In the contex of an offer, inclination denotes the speaker's eagerness or preparedness to accept.Various degrees of inclination can be expressed

using terms like will, would, wants to, willing to, determined to, anxious to, and so on. Obligation and inclination can be communicated through two means: The use of limited capital operators in the exchange of goods and services involves emphasizing obligations, possibilities, or needs. For example, a speaker may use the modal "must" or "necessary" when offering goods or services to indicate an underlying interest or obligation. Conversely, listeners can respond with modals such as "may" or "maybe" to express their level of readiness or ability.

Example:

Speaker: "You should consider this offer because of its high quality."

Listener: "I might be interested, but i need to see more details first."

Development of predicators through complex verbal groups may involve the use of more detailed phrases or clauses to explain the actions or processes involved in the exchange. This clarifies communications and provides a more in-depth picture of the proposed activity.

Example:

Speaker: "I suggest that together we develop a more effective marketing strategy."

Listener: "I agree, we can start by drawing up a comprehensive advertising campaign plan."

Thus, both approaches, whether using limited modal operators or expanding predicators through complexing verbal groups, can improve understanding and interaction in exchanging of goods and services.

Obligation and inclination can be expressed in either of these two ways. Finite modal operator: must, have/has to, should, ought to, shall, will. The following is an example of modulation obligation and modulation inclination using must.

Example of modulation :

a. You <u>must </u>study hard

You	Must	Study	Hard
	Modulation: obligation		

b. I must win

I	Must	Win
	Modulation: Inclination	

2.1.4.3 Modal Values

Limited modal operators can indicate modalisation or modulation. Exploring the intermediate stages of modality involves discussing degres or scales known as modal values. Three levels of modality values, which indicate the speaker's certainty or uncertainty in expressing a proposition or proposal. These values include low, middle, and high stages, which allow speakers to convey varying degrees of certainty or stress in the proposition or proposal, as outlined by Halliday in (Rosyda & Citraresmana, 2020b, p. 29).

Table 1. Thevalue of modalization (Halliday , 1985:337)

Value of Modalization			
	High	**Medium**	**Low**
Probability	Must be, Should be, must, possible, certainly	Probably, will be	May be, possible, may
Usuality	Always	Usually, often	Sometimes, occasionally, ever, never

The value modalitas described above also include consideration of interpersonalmeaning. Factors such as status, relationships, and influence can determine whether the level is low, medium, or high.

Table 2. The value of modulation (Halliday, 1985:337)

| | Value of Modulation | | |
	High	Medium	Low
Obligation	Must, have to, ought to, need, is to	Should, shall, will, would	May, might, can, could
Inclination	Determine to, need to	Want to	Willing

Similar to modalization, the levels of modulation also consider the element of interpersonal meaning. Status, contact, and affect govern whether the value is low, medium, or high. Both inclination and obligation can be conveyed in two ways: through a finite modal operator and through expanding the predicator, often using a passive verb or adjective. He straightforwardly outlines the representations of modalization and modulation values in the provided figure.

Table 2.1 Semantics distinction of modal verb according to their value

High	Must, ought to, need, has/had to
Median	Will, would, shall, should
Low	May, might, can, could

Adepted from Halliday (2004)

Value modality refers to the way values or principles are interpreted and expressed in various cultural, social, or individual contexts. Based on the table above, modality values can be categorized into three levels:

a. High

The action that is closest to the positive pole and has the highest

probability of occurring.

Example: I must phone him (High)

b. Median

Action that occurs between high and low levels, or at the median polarity.

Example : I will phone him (Median)

c. Low

The action closest to polarity or negative polarity, with the lowest

probability of occurring.

Example: I might phone him (Low)

2.2 Speech

2.2.1 Definiton of Speech

A speech is a form of oral communication delivered by someone in front of

an audience to convey certain ideas, views or messages. Speech is communication

with a group of individuals to inform, persuade, or entertain them (Rahmawati,

2020, p. 1). (Beard, 2000, p. 35), delivering speeches is an important aspect of a

politician's role in announcing policies and persuading the public to support them.

(Firdaus et al., 2020, p. 35) argue that speeches need to be carefully structured

before they are delivered, so that politicians must have a clear intention behind their

speech, whether to persuade, promise, threaten, direct, or even to emphasize certain

things. From the definition according to experts, it can be concluded that speech is

a way of conveying an idea which aims to convince, persuade and so on. Through

speech, someone can convey ideas or information through their feelings.

Speech is a term commonly used when studying a language in society. Speech can also be interpreted as communication or expression of thoughts in spoken words. When people speak, the words that come out of their mouths, including messages intended to communicate in society, are considered speech.

Put more simply, communication's consumers constitute society as a whole, hence it is impossible to separate speech from society. Additionally, speech complicates communication between us more than any other method, and since speech is a social activity, words can also be considered social. In actually, claiming that speech is social activity, words can also be considered social. In actually, claiming that speech is social highlights the reality that communication serves a variety of purposes in social interactions, such as informing a listener of propositions they are not yet aware. This demonstrates how the speaker and the circumstance are inextricably linked and neither can exist independently of the other.

2.2.2 Types of Speech

Hendrikus (2015, p. 48-49) in (Oktaviani, 2021, p. 20)identifies four types of speech as follows :

1. Political field

    In the political realm, speeches are often produced with political aims. The audience for political speeches usually consists of the masses or people. Political speech aims not only to teach, but rather to influence; not just to promise, but to inspire enthusiasm.

2. Special Occasion

There are various informal occasions where someone needs to give a speech. The atmosphere at such meetings is usually intimate because the participants already know each other, such as family meetings, organizational meetings, and meetings between company members and leaders. Speeches delivered in this context are often referred to as opening remarks, with a duration ranging from two or five minutes.

3. Official Occasion

In formal situations in public life, official meetings are often held with the presence of officials, dignitaries or prominent figures. Speeches or speeches delivered in this official context should be brief, even if delivered in a freer style. The aim is more to evoke emotions than to instill rational understanding.

4. Informative Meeting

In the development context, informative meetings are often held which aim to provide and share information, both in small and large groups. This can happen in various fields, including education, with a focus on conveying information or discussing problems scientifically.

The type of speech a presidential candidate makes after receiving a serial number is a type of political speech. As explained above, political speeches are a form of oral communication used by political leaders or candidates to convey their views, goals and program policies to the general public.

2.3 Previous Study

Research Rosyda & Citraresmana (2020). This article analyzed Donald Trump's Speech on the Iran Nuclear Deal, focusing on the types of modalities. Data were taken from the speech and explained using Halliday and Matthiessen's (2004)

modality framework. Research findings show that there are 30 clauses containing modality, divided between modalization (probability and usuality) and modulation (obligation and inclination). These results provide insight into how politicians like Donald Trump use modalities in their speeches. This research uses a descriptive-qualitative approach and utilizes the text of Donald Trump's speech published on May 9, 2018 as a data source. Data analysis was carried out using a Systemic Functional Linguistics framework. The similarities between this research and the research of Rosyda & Citraresmana, 2020 are in the theory and method used. This research uses Halliday and Matthiessen's theory and uses a qualitative descriptive approach. The difference lies in the research objectives. Rosyda & Citraresmana, 2020 research aims to provide an overview of how a politician like Donald Trump applies modality in his speech, while this research aims to analyze how modality is used in the presidential candidate's speech.

Research by Siahaan Hiace Vega Fernando & Purba Baharuddin. This research aims to describe the use of modalities in Jokowi's speech at the anniversary celebrations of political parties in Indonesia. The research approach used by researchers in this research is the Systemic Functional Linguistics approach. The research method used is descriptive qualitative, with data in the form of clauses containing modalities in the text of Jokowi's speech. Data was collected through online participatory observation, and data analysis was carried out interactively, involving data collection, data reduction, data presentation, and drawing conclusions. Five of Jokowi's speeches at the anniversaries of political parties (Golkar, Perindo, PDI-Perjuangan, PSI, and Gerindra) were downloaded from YouTube as a data source.The research results show the use of modalization and

modulation modalities with different frequencies, where the modalization modality dominates with 68 occurrences, while the modulation modality occurs 53 times. There are 18 modality markers used, and from this research 3 dominant modality markers were identified, namely: 'will', 'must', and 'want'. Thus, previous researchers concluded that Jokowi in his speech expressed great hopes for the five political parties to bring Indonesia to the level of a developed country. The similarities between this research and Siahaan Hiace Vega Fernando & Baharrudin Purba's research lie in theory and approach. This research and previous research used Halliday and Matthiessen's theory and used descriptive qualitative methods and used a systematic functional linguistic approach.The difference lies in the objectives, previous researchers' research aims to describe the use of modalities in Jokowi's speeches, while this research aims to analyze the modalities in the speeches of the three presidential candidates.

Research Al, Syartanti Nadya Inda, Artawa Ketut (2023). This research utilizes a qualitative descriptive approach based on Alwi's (1992) modality theory.The data used is President Joko Widodo's state speech at the 2021 MPR/DPR plenary session. The analysis method uses AntConc as a tool for processing corpus data, with a focus on text analysis to identify modality dominance. Lexical data was collected and processed with AntConc, using a quantitative data descriptive analysis approach with high frequency keywords and concordance. The findings show the keyword 'Must' as a marker of epistemic modality and 'Can' as a marker of dynamic modality that includes capacity. President Jokowi's speech reflected the government's optimistic attitude towards handling Covid-19, even though there was an increase in cases at the time of the speech. The similarity between this

research and the research of Al, Syartanti Nadya Inda, Artawa Ketut is that it uses a qualitative descriptive approach, while the difference lies in the theory used. This research uses Halliday and Matthiessen theory, while previous researchers used Alwi's (1992) theory.

Research by Gho Gunawati & Arsen Pasaribu (2023). This research aims to analyze the content of the book "How Children Succed" by Paul Tought to determine the type and level of modality use.This research method adopts Halliday's (2014) modality theory in Systemic Functional Linguistics, with data analysis carried out manually without using software. This research uses a qualitative descriptive approach, where data is obtained from participants and explained descriptively to reach conclusions. The data source comes from the book "How Children Succed" by Paul Tough, published by Random House Books in 2013, covering chapters one to five without involving an introduction, acknowledgments, source notes, and index. Researchers focus on collecting data from the core content of the book which describes the main ideas. The number of pages of text explained reaches 197 pages. The goal of data collection is to identify modality sentences, with an emphasis on four types of modality: probability, usuality, obligation, and inclination. The focus of the research is briefly on how the book is presented semantically through the modality choices made by the author. The research results show that the book uses four types of modality with the third degree value appearing except at low levels of inclination. In addition, this research reveals the author's level of confidence in the choice of modality used. The implication of this research is that it is important for writers of educational books to pay more attention to modality aspect in their work.

The similarity between this research and the research of Gunawati Gho and Arsen Pasaribu is that both of these studies used Halliday's theory and used qualitative descriptive methods. The difference is that the previous researcher analyzed books manually while this research analyzed speeches from YouTube videos. This research uses previous research to provide a deeper understanding of modality analysis and the use of modality in speech or text, especially through a Systemic Functional Linguistics approach. Including an in-depth understanding of how modality (modulation) and modality (modulation) can be analyzed in a political speech or a book or film. However, this research will provide an update by focusing on presidential candidates' speeches after receiving serial numbers in 2023. This will provide more specific and up-to-date insight into how modalities are used in political contexts related to presidential candidates' speeches. By using Halliday's modality theory, this research will provide an update on the understanding of the language strategies used by presidential candidates in their speeches after receiving serial numbers.

2.4 Conceptual Framework

Discourse analysis is a research approach that examines and analyzes the use of language, both spoken and written, in a social context. In discourse analysis using systemic functional linguistics. The use of systemic functional linguistics in discourse analysis provides a theoretical and systematic framework for understanding the function of language in communication. This systemic functional was developed by Halliday. In systemic functional linguistics there are metafunctions in language which are divided into three metafunctions, namely ideational function, interpersonal function and textual function. In this research,

researchers will focus on interpersonal functions. Interpersonal functions are divided into two, namely mood and modality. Because this research analyzes modality, the researcher will focus on modality. This modality is divided into two aspects, namely modalization and modulation. Modalization is then further divided into two categories, namely probability and habit, while modulation is also divided into obligation and tendency. From these four categories, researchers will analyze the speeches of the three presidential candidates after receiving serial numbers in 2023. Researchers will determine the modality analysis for the speeches of the three presidential candidates after receiving serial numbers in 2023.
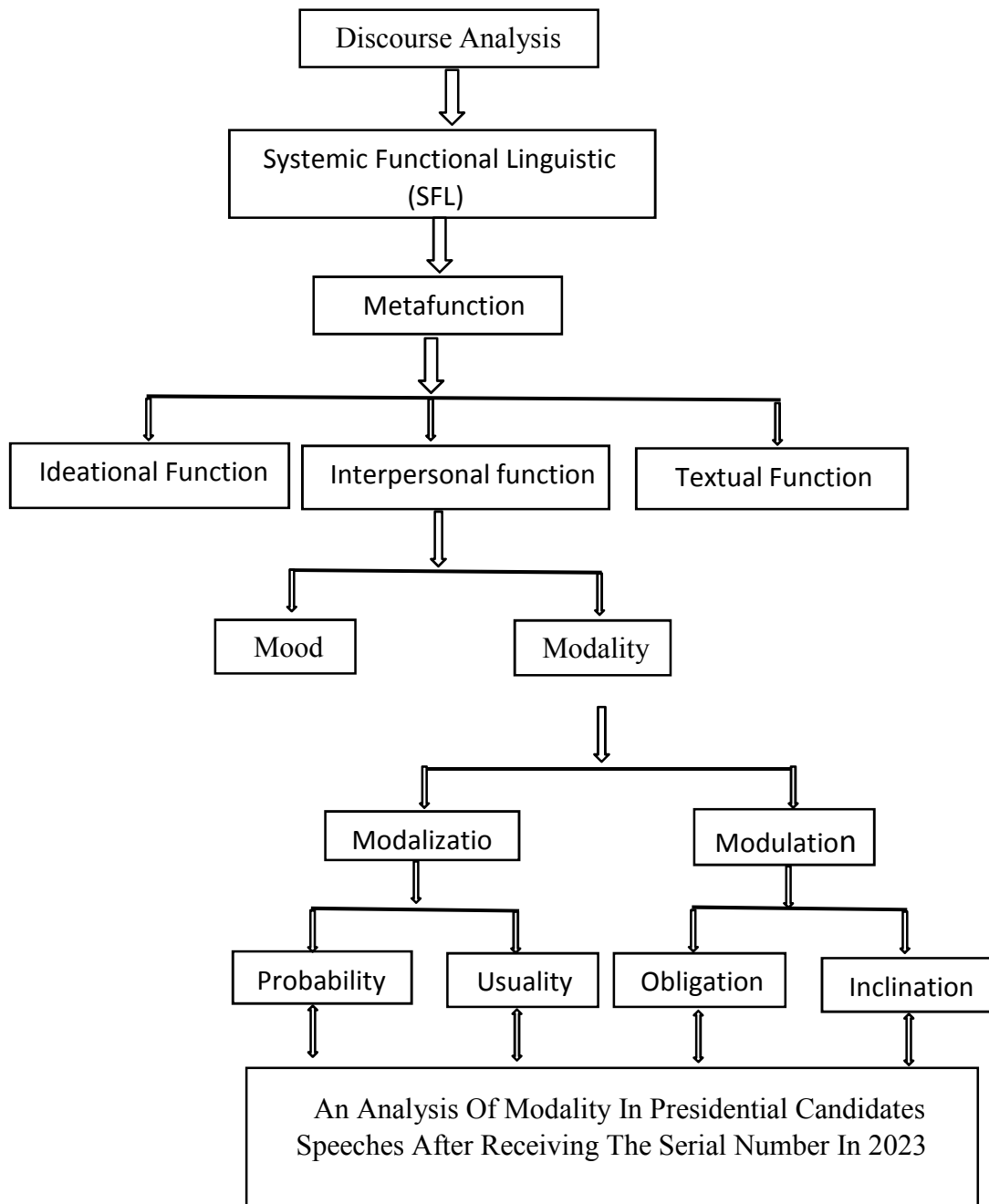
The following is a conceptual framework:

Figure 2.4 Conceptual framework in the research entitled " An Analysis

Of Modality In Presidential Candidates Speeches After Receiving The Serial

Number In 2023

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

(Ruslan, 2014, p. 24) said that methods can be defined as scientific actions related to a certain approach to understanding an object or research subject, with the aim of finding answers that can be explained scientifically and legally. This research design used in this research was a qualitative descriptive research method, and data was obtained from the presidential candidate's speech after receiving the serial number. In accordance with the qualitative method described by (Creswell, 2014, p. 292), this research explored the understanding of the meaning contained in the used of modality in the speeches of presidential candidates after receiving serial numbers in 2023. (Kuswoyo, 2016, p. 39) explained that qualitative descriptive research displays the results of analysis in the form of words, not numbers. The researcher chose a qualitative approach to explore the types of modality systems expressed in the speeches of the three presidential candidates to describe them. The theory used in this research is Halliday and Matthiessen's theory. An analysis of the communications of the three presidential candidates will be carried out to identify similarities and differences in the use of modalities, thereby helping to understand each candidate's unique communication style. This research involved the participation of several previous researchers. The research findings were interpreted within the framework of Systemic Functional Linguistics theory which will be adjusted to the context of political discourse.

3.2 Subject and Object of the Study

3.2.1 Subject

    The subjects of this research were the three presidential candidates who made speeches after receiving serial numbers in 2023. The subjects of this research include the presidential candidates and all their speeches that are relevant for modality analysis. All Anies Baswedan's speeches, Prabowo Subianto's speeches, and Ganjar Pranowo's speeches.

3.2.2 Object

    The object of this research presidential was the speeches delivered by the three presidential candidates after receiving their serial numbers in 2023.This object is the focus of analysis to understand the use of modality in the context of political speeches.

3.3 Data and Source of Data

    The data used in this research comes from speeches delivered by presidential candidates participating in the 2023 election after they received their serial numbers. The speeches of the three presidential candidates after receiving the serial numbers were analyzed for their modalities. This data source was taken from YouTube videos or text transcriptions of these speeches, and official documents documenting the contents of presidential candidates' speeches. 'speech relating to the receipt of serial numbers.

3.4 Instruments

    This research collected data through the use of instruments. In the context of qualitative research, the researcher acts as a human instrument who sets focus,

selects speech as a data source, collects data, analyzes information, and draws conclusions. The speeches of the three presidential candidates after receiving their serial numbers were chosen as research objects. The instruments used by researcher were observation and document analysis. Secondary instruments for conducting this research are laptops, journals, books and stationery.

3.5 Technique of Collecting Data

In this research, researcher collected data through observation and document analysis. For this study, researchers collected data from YouTube videos.

a. Documenting

First, researcher used the YouTube application to obtain data. Researcher used a YouTube video download tool to record the presidential candidates' speeches after they received their serial numbers. YouTube video taken from the link https://youtu.be/72A_aOFvnC0?si=2JTbdN3LlcKE1fuw.

b. Transcribing

Next, researcher used a transcription program to convert the sound in the video into writing. Transcription guidelines were created to ensure all aspects of the speech, including the way the candidate conveys non-verbal messages, were recorded correctly. Then print the transcripts of the speeches of the three presidential candidates after getting the serial numbers and adjusting the transcriptions to the speeches of the three presidential candidates.

c. Speech Analysis

After that, researcher analyzed the text of the speech by looking at how the presidential candidate used special words (modalities) in his speech. A data management system was implemented so that all videos, transcriptions and analysis results were neatly organized. Researcher also comply with ethical rules, including copyright, in using data. from YouTube.

Researcher took all these steps so that this research could provide a good understanding of how presidential candidates used certain words in their speeches after receiving serial numbers in the 2023 election.

3.6 Technique of Analyzing Data

In the data analysis process, researcher used data analysis techniques proposed by Miles, Huberman, and Saldana (2014).

1. This research data was analyzed by transcribing the contents of the presidential candidate's speeches and ensuring that every word the presidential candidate said was documented.

2. After that, the researcher analyzed the types of modalities used in the speech. The type of modality is divided into modalization and modulation and the value, whether high, medium or low.

3. Calculate the modality percentage using the formula:

    $T = X/Y \times 100\%$

    X= the amount of modality obtained

    Y = total number of modalities

    N = percentage of each type of modality.

4. Demonstrate an understanding of the types of modalities used in presidential candidate speeches and interpret them by analyzing each sentence in the speech then grouping them according to Halliday's modality categories

5. Draw conclusions from the research results