

Implicature of Identity Reinforcement in The Speak of Emha Ainun Nadjib (Cak Nun) on Video Youtube

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Abstract. When the researcher listened to MH Ainun Nadjib's (Cak Nun) speech on social media (medsos) YouTube, the researcher found a phenomenon that many of Cak Nun's utterances contained identity-strengthening implicature. The problems that arise are 1) what are the forms of implicature in Cak Nun's speech on YouTube, 2) what are the forms of strengthening the identity contained in Cak Nun's speech on YouTube. implicature is something that is left implicit in the actual use of language. Self esteem is a condition or special characteristic of a person that causes a person to be strong in his opinion. This research was conducted with a qualitative descriptive approach. The data of this research are Cak Nun's utterances on Youtube. The data source is Youtube social media. Data analysis was performed using content analysis techniques. The results of this study conclude that there are two forms of implicature in Cak Nun's speech, namely conversational implicature and conventional implicature. In addition, in this study it was also found that there were twelve characters used by Cak Nun to strengthen a person's identity, namely social care, creative, disciplined, love for the country, religious, honest, independent, peace-loving, hard work, tolerance, democracy, and the spirit of nationality.

Keywords: Implicature, Identity, Cak Nun Speech

1 Introduction

When the researcher listened to Cak Nun's speech on the YouTube social media, the researcher found Cak Nun's speech as follows:

I don't want to be chased after America, the United States really wants me to. Apane sing nicely at Amaerika school, dhekne powder to Bali karo Indonesia we ora iso. What's great singe?. I don't want to go after America, because America is behind me. What's good about America is that he differentiates Bali from Indonesia, he is not biased. What's so great?.

In fact, Cak Nun's utterance contains identity-strengthening implicatures. Today, many Indonesians exalt America too much. It is as if America is more powerful and modern than Indonesia. , Many Indonesians are more proud of being said to be people who act as Indonesians. Cak Nun's speech implies that we as Indonesians don't need to feel inferior to the Americans or any other nation in the world because our life goals are different.

On different occasions, the researcher also received Cak Nun's speech which had implications for strengthening identity. The complete speech is as follows:

No language is as rich as Indonesian, Father...a Javanese, Sundanese too, Madurese too. I'll be angry if I don't mention Madura. Java is Masya Allah ... Masya Allahgrandmother ngene..jungkel ... grandma ngene ... jlungup, grandma ngene..ngeblak ... wong English kuwi ora understand bedane ambune uyuh, ambune kelek, ambune tai. Ngonon, how come?.

Most Indonesians are very proud of English, even though English is actually very poor in vocabulary. Therefore, Cak Nun's speech implies strengthening character so that Indonesians - especially Javanese - are proud to use their Javanese language. Sundanese and Madurese people are proud of their Sundanese and Madurese languages. Our local language is part of who we are. Therefore, we need to learn Javanese, Sundanese, Madurese and other languages and we need to uri-uri so that they don't die.

From the two quotations from Cak Nun's speech, it implies that there is a possibility that there are still many Cak Nun utterances that contain identity-strengthening implications. However, it is still a possibility. To find out whether this possibility is true or not, an empirical study is necessary. Therefore, the research entitled *Implicatur Strengthening the Identity in Mh. Ainun Nadjib (Cak Nun) on Youtube 2019* is very important to implement. The objectives of this research are 1) to describe the implicit forms contained in Cak Nun's speech on youtube 2019, 2) to describe the forms of strengthening the identity contained in Cak Nun's speech on youtube 2019.

Implicature is something that is implied in a conversation: something that is left implicit in the actual use of language [8]. Implicature is a process of interpreting meaning based on situations and contexts [11]. By using implicature theory, we will be able to understand the meaning implied in the speaker's speech. In a conversation there is always a meaning that is not explicit [14]. Someone asked, Bud, do you have IDR 50,000? This sentence is not just asking whether Budi (the communicant) has Rp. 50,000 or not, but there is a hidden meaning, one of which means that the speaker will borrow Rp. 50,000. Therefore, the communicant (interlocutor) does not need to answer that there is nothing but silence, but there is, what do you need? In a communication, the second answer (yes, what do you need?) Is more successful than the first answer (there is continued silence). The success in question is preferred by the communicator because the communicator does not need to make a detailed explanation of his intention to borrow money.

This is also said by Gazdar [5], implied as a proposition implied by the utterance of a sentence in a context, even though the proposition is not a part or entailment of what is actually being said (implied proposition is the implied proposition of a sentence in a context, even though the proposition it is not part of the entailment). The proposition in this case is how something is aimed and how to state it [21]. In other words it can be said that propositions are speech. If it is said that the implicature is the implied proposition of the utterance of the sentence, it can be interpreted that the implicature is the implied utterance of the speech (sentence). Paul Grice [6] in his article entitled *Logic and Conversation* cites Brown and Yule [2] as saying that implied terms are used in narrative events. A speaker may describe something that is interpreted, implied, or afraid that is different from what is being spoken. Grice is quoted by Phillips, T. C. [18] as saying that the sentence implicature is a proposition or implicit statement, that is, something that may be interpreted, implied, or edited by the speaker, which is different from what he says. What happens is the pragmatic implication that occurs in the time that occurs as one of the causes of the principles [22].

In speech, speakers and speech partners who are appropriate to obey the principles of principles, however, participants in the speech, whether intentionally or not, may violate these principles. Therefore, the term Implicature appears which is pragmatic implication resulting

from the Grice Cooperation Principle [6]. Violation of the principle of cooperation causes implicature [2]. The implicature of a sentence is a process of interpreting meaning based on situations and contexts. By using conversational implicature theory, we can understand the meaning implied in a speaker's speech. From the description above it can be stated that a word, a word, a speech that is implied, or interpreted by means of a word.

Identity is a very important part of human character. Without identity, someone will easily be swayed by situations and or circumstances. Socrates in around the 5th century BC (BC) taught his people with a statement to know yourself [7]. Likewise in the puppet story, when Werkudoro will receive Tirta Kamandaru from Dewa Ruci, Dewa Ruci has started his advice with the phrase, You must understand who you really are. Because of the importance of identity, this has been mandated by Law No. 24 of 2009 concerning the Flag, Language and National Symbol and the National Anthem, CHAPTER III Article 25 paragraph 2 which states that the Indonesian language functions as the national identity.

The form of identity is a form of behavior that needs to be developed so that a person has a strong and resilient identity. The form of behavior globally is like the precepts in Pancasila. The form of specific and operational behavior is as existing in the 18 national characters. Thus, the forms of identity that will be used in this study are 18 national characters. This is in accordance with what is mandated by Law no. 20 of 2003 concerning the National Education System.

In article 3 CHAPTER II it is stated that national education functions to develop capabilities and shape the character and civilization of a nation with dignity in order to educate the nation's life, aiming at developing the potential of students to become Marusia who believe and fear God Almighty, noble, healthy, knowledgeable, competent, creative, independent, and a democratic and responsible citizen. In that article, it is stated that national education has the function of developing capabilities and shaping the character and civilization of a nation with dignity in the context of developing the intellectual life of the nation. In order to shape the character and civilization of a nation with dignity, an identity is needed. Without identity, a person's character will become unstable and easily swayed by circumstances. How important this identity is, this is also mandated by Law No. 24 of 2009 CHAPTER III article 25 paragraph 2 which states that the Indonesian language functions as a national identity. Therefore, the 18 national characters are concrete forms of behavior that need to be developed in order to form identity. Thus, the form of identity referred to in this study are eighteen concrete forms of that behavior.

The eighteen forms of jadidiri include (1) Religious, (2) Honest, (3) Tolerance, (4) Discipline, (5) Hard Work, (6) Creative, (7) Independent, (8) Democratic, (9)) Curiosity, (10) National Spirit, (11) Love the country, (12) Respect for achievement, (13) Friendly / communicative, (14) Love of Peace, (15) Like to read, (16) Care for the environment, (17) Social care, and (18) responsibility.

2 Method

This research was conducted with a qualitative descriptive approach. In carrying out a descriptive approach, the researcher describes, describes, and presents data in the form of the implications of strengthening the identity contained in Cak Nun's speech on Youtube 2019. In a qualitative approach, the researcher makes interpretations of the research data to determine the forms and forms of implications. -the form of Cak Nun's speech which contains strengthening of identity. The data of this research are Cak Nun's speech on Youtube 2019. Cak Nun's speech in that case is described and explained to be grouped into implied forms and forms

of identity strengthening. From the various forms of implicature contained in Cak Nun's utterance, it is elaborated again to find out the implications of strengthening his identity. The data source for this research is the 2019 Youtube video

Data in the form of Cak Nun utterances were taken using the listening technique. In that case, the researcher listened to Cak Nun's speech which was contained in the 2019 uploaded youtube video. The results of the hearing on Cak Nun's speech were transcribed in writing and then entered in the data card. The Cak Nun speech contained on the data card will be used as study material (data) to be analyzed. The data in the form of a transcription of Cak Nun's speech that is already contained in the data card are analyzed one by one to find out the forms of implicature and forms of strengthening his identity. As already stated in the theoretical basis that there are three forms of implicature, the results of the implicature analysis of Cak Nun's speech are grouped into three implicature forms. Of the three forms of implicature, the researcher analyzed again to find out which of these implicatures contained the strengthening of identity. The final step is to classify the various forms of identity implicatures according to the 18 types of national characters.

3 Results And Discussion

3.1 Implications of Strengthening the Character of Social Care in Emha Ainun Nadjib's (Cak Nun) Speech on Youtube 2019

Social care attitudes and actions that always want to give help to others and society in need. So far, there are different opinions in the community regarding the disaster of opening a shop (restaurant) in the month of Romadhon. This attitude first states that it is better if food stalls are closed during the month of Romadhon because it is to respect people who are fasting. The second position states that the food stall remains open because not everyone fasts during the month of Romadhon.

Cak Nun's speech during the Islamic Cultural Performance that took place at UGM showed that food stalls in the month of Romadhon should remain open because not everyone is fasting. The complete speech is as follows

.... I asked the intellectuals, if there is a shop open in Romadhon, what is your attitude? Siji, your rumors are kabeh wong poso po (one, do you think everyone is fasting?), Now your wife is menstruating, your brother is a brother, your father is on the road, your father works as a coolie, abot tenan (really heavy) .. jur ora ono warung (then there are no food stalls open), jur arep ngrikiti drijine dhewe po (what will eat his own fingers?).... (Data 01)

Based on the conversational implications in Cak Nun's speech, it appears that in fact Cak Nun does not agree that all food stalls must be closed in the month of Romadhon because there are people who are traveling who in that case really need food stalls. This implication of Cak Nun's speech shows that Cak Nun is very socially aware because what is said is not solely for his own comfort but also for the convenience of others, namely menstruating women, a coolie (hard worker), and people who are deep all of which really require food stalls to remain open even in the month of Romadhon.

3.2 Implications of Strengthening Creative Character in Emha Ainun Nadjib's Speech on Youtube 2019

Creative character is a thinking and / or action behavior to produce something new. This creative attitude is shown by Cak Nun's speech as follows:

... We cooperate with Allah. Allah made wood, our trees made poles ... that's how it is. Allah makes mathematical calculations, we build computers.... (Data 02)

The creative character in Cak Nun's speech (Data 02) is shown by the words Allah makes wood, tree ... we make poles and Allah makes mathematical calculations, we build computers. The word make in oral communication means to make. Someone can make something from certain basic materials means someone has been declared creative. From Cak Nun's speech on data 02, it means that it contains the implication that we must have a creative attitude. What Cak Nun wants to develop in the data 02 speech is a creative character because there is a way to make something into a new form.

3.3 Implications of Strengthening Discipline Character in Emha Ainun Nadjib's Speech on Youtube 2019

Character strengthening shown by Cak Nun in his speech at the Islamic Cultural Performance at UGM. The speech in question is as follows:

... So Mathematics and Natural Sciences people who study the attributes of Allah, Faculty of Biology, Geodesy, Pharmacy, Social and Political Sciences, Faculty of Cultural Sciences... all as long as they base themselves on the awareness of learning and developing that is served by Allah means UGM is paid whatever is acceptable from Allah SWT.... (Data 03)

In the speech data 03, Cak Nun implicitly wants to state that the obligation of students to their campus is to pay tuition fees. So that students do not feel burdened by tuition fees and feel light by paying anything, Cak Nun said that ...all people from basing themselves on awareness and developing that are served by Allah means that studying at UGM pays whatever can be rewarded by Allah SWT Caknun's speech seemed to make students aware of their obligation to pay. If someone has been sincere in carrying out an obligation that will automatically be disciplined, because one of the reasons someone is not disciplined is because that person is not sincere.

3.4 Implications of Strengthening the Character of Love for the Homeland in Emha Ainun Nadjib's Speech on Youtube 2019

The character of patriotism is a way of thinking, behaving, and acting that shows loyalty, concern, and high respect for the nation's language, physical, social, cultural, economic and political environment. This character is reflected in Cak Nun's speech as follows

--- I do not want to pursue America, because America is behind me. What's good about America, she is not biased in distinguishing Bali from Indonesia. What's so great? --- (Data 04)

Almost everyone deeply values America. As if America is the perfect country. A person will feel proud if he has ever been to America, let alone be able to work or get education there. Almost all American products are the pride of the world. However, Cak Nun's Speech as shown in data 04 shows that America is in fact no better in all respects than Indonesia. We cannot compare the elephant to which ant is bigger. The size of an elephant is like that and the size of an ant is only that big. If you want to compare, it's not an elephant with an ant, but an elephant with another. Nor can we compare which one is happier a farmer or a minister. It could be that a farmer is happier than a minister. Therefore, we also do not need to compare which one is better or more advanced between America and Indonesia because in certain matters Indonesia can be better than America. We don't need to use other people's standards to determine our

progress or not. This kind of speech by Cak Nun greatly strengthens the character of love for the country.

3.5 Implications Implications of Strengthening Religious Character in Emha Ainun Nadjib's Speech on Youtube 2019

The strengthening of religious character was also seen in Cak Nun's speech in the event "Kenduri Cinta". At that event Cak Nun said the following:

If a judge decides..thok..that and it is not Allah in his mind file, that means an atheist hammering. (Data 06)

In data 06, it appears that Cak Nun's utterance in this case can strengthen religious character. What is meant by religious character in this case is the attitude and behavior that is obedient in carrying out the teachings of the religion he adheres to, and this is the main attitude a person must have in order to have a strong identity. In the teachings of Islam, a person must always remember Allah, whether they are free or busy, and in a difficult or happy state. From Cak Nun's speech in data 06, Cak Nun gave an example that if a judge decides... thanks... that's and not Allah in his mind file, that means an atheist hammer beat. From the narrative of data 06 it is clear that if, in doing and / or deciding something, a person does not present Allah in his thought process, it can be said to be an atheist conclusion. The implication of this speech is that we always present Allah in every breath we breathe, both in thinking and in action. This implicature greatly strengthens the religious character.

3.6 Implications of Strengthening Honest Character in Emha Ainun Nadjib's Speech on Youtube 2019

Strengthening honest character is an effort either through words or actions so that someone can act honestly. Honest is behavior that is based on the conformity between what is in his heart and mind with his words and behavior both alone and with other people. Cak Nun at the Kenduri Cinta event said the following.

... You are here Honestly .. God willing, it means that you are compatible with Allah... placing him on you... (Data 07)

The implication of Cak Nun's speech is that it is important for us to be honest because honesty shows that we are what the Creator wants us to do. Based on Cak Nun's speech, implicitly there is a place where we can be honest, and there is a place where we cannot be honest. It can be seen in the speech ... You are here Honestly .. God willing.... Another implication of Cak Nun's speech (data 07) is the importance of us always being compatible (adjusting) and always putting (thinking) about Allah so that we can always be honest. Honest character is impossible for us to get if we are not compatible and are always lodging with God.

3.7 Implications of Strengthening Independent Character in the Speech of Emha Ainun Nadjib (Cak Nun) on Youtube 2019

Cak Nun's utterances on various Youtube circulating in 2018 also strengthen the character of Mandiri. One of the speeches is as follows.

I don't want to be chased after America, the United States really wants me to. Apane sing nicely at Amaerika school, dhokne powder to Bali karo Indonesia we ora iso. What's great singe? I don't want to go after America, because America is behind me. What is good about America is that he differentiates Bali from Indonesia alone. What's so great? . (Data 10)

Almost all people on this earth recognize that America is a very developed country. Almost all countries in the world are competing to become developed countries like America. The concept of being advanced for most people and also for the country is material history, for example: mastering technology, magnificent buildings, luxurious vehicles, and abundant assets. Meanwhile, the advanced concept according to Cak Nun is different, namely someone who is strong in personality so that he is not easily influenced by others. The essence of the needs of human life is not material fulfillment but the fulfillment of spirituality as a provision in the hereafter. Therefore, because of the different concept of advanced problems, Cak Nun's speech in data 10 stated that he did not want to pursue Amarika because America was far behind him.

3.8 Implications of Strengthening the Character of Love and Peace in the Speech of Emha Ainun Nadjib (Cak Nun) on Youtube 2019

The character of Peaceful Love is the attitude, words, and actions that cause other people to feel happy and secure in their presence. Cak Nun's speech, which implicitly contains the character of peace-loving, is presented in data (11) as follows.

...In Islam it is a matter of love. So why do people follow Muhammad. Why do people adhere to the Alqurqn. It's a matter of love ... In Islamic knowledge, first there is fiqh, above which there is law, on top of that there are morals ... and the highest is Love. (Data 11)

From Cak Nun's speech, it contains implications for the strengthening of the Love of Peace character. Peace can be obtained if someone has love for one another. The highest peak of piety is love for the Creator. If all love is based, the duties and obligations that must be done by someone will feel very light and always excited.

3.10 Implications of Strengthening the Character of Hard Work in Emha Ainun Nadjib's (Cak Nun) Speech on Youtube 2019

Hard work is a character that every human being must have. This hard work attitude was conveyed by Cak Nun at the Maiahan event in Yogyakarta. The complete speech is as follows.

---I am this, my dear friends, I just remembered that I have had forums like this for 42 years. I started in seventy-two years and I remember that the first time was in the village, in Jogya, behind Jalan Mangkubumi, there is a riverbank called the Jogoyudan village. There I met the people for the first time and it was done continuously, until the number myself was tens of thousands, if at Kiai Ageng, three thousand and eight hundred and what I am grateful for is not the record. What I am grateful for is that I have never asked for anything. Alhamdulillah, I did not wish for anything I never demanded anything. I never keep dreaming because I always know I will become this, no, I didn't ask. I didn't ask for anything from this so-called Indonesia from the public, didn't ask. I never make transactions, I never, I just enjoy,--- (Data 12)

In data 12, it is stated that it has been twelve years since Cak Nun and Kyai Kanjeng have appeared in forums both locally, nationally and internationally. This cause is an achievement in itself if it is experienced by certain groups. However, what makes Cak Nun proud is not his achievements but his inner strength to not accept anything from the 42 years of activities. The dream of Cak Nun's speech is the important thing is hard work. At work, you shouldn't have to be too calculated on the results because the results themselves will later adjust to our hard work. Many people are willing to work hard but by calculating how much they will get. This is not

wrong, but it cannot be categorized as hard work by Cak Nun as said ... Alhamdulillah, I do not expect anything, I never demanded anything ...

3.11 Implications of Strengthening the Character of Tolerance in Emha Ainun Nadjib's (Cak Nun) Speech on Youtube 2019

Tolerance has often been misunderstood. To tolerate means to follow what people who are different from us want. Such a definition is very imprecise. In Cak Nun's speech at the Maiah event, it is said as follows.

Tolerance is even though you don't agree and you blame you, you still get along well with each other as humans. Tolerance is needed because of differences because if it is the same, there is no need for tolerance. (Data 13)

Data 13 implies that there is a character of tolerance that Cak Nun's speech wants to strengthen. As we all know that every human being is different from one another. That is where respect and / or respect for differences with each other is needed because... Tolerance is needed because of differences because if it is the same, there is no need for tolerance... the concept of tolerance and the importance of tolerance that Cak Nun wants to strengthen is very clear, namely to overcome differences from one another.

3.12 Implications of Strengthening the Character of Democracy in the Speech of Emha Ainun Nadjib (Cak Nun) on Youtube 2019

Democratic character is a way of thinking, behaving, and acting that values the rights and obligations of oneself and others. Some of Cak Nun's words on Youtube also strengthen the character of democracy. However, the democracy as stated by Cak Nun in this regard is a meaning from a different point of view. Democracy in Cak Nun's speech is interpreted as in the majority's word. The complete speech is as follows.

Democracy is the dictator of the majority. Pokoke sing bolone sing won ... lak ngono a. ... yo wis muk ngono thok ... dadi moring-moring grandmother is the majority dictator ... Ancene is the majority dictator ...

The meaning of democracy itself is actually very good, namely treating others to have the same rights and obligations as ourselves. The hope is that we don't look down on other people. However, if the word democracy is used as a way to elect a leader, what will happen is as said by Cak Nun ... Pokoke sing bolone sing wins.... This indicates that a leader does not have to be good and true, but the important thing is to have a lot of friends or supporters. The implication of Cak Nun's speech about democracy is that we no longer elect a leader based on the number of friends or supporters, but because the leader's character is good.

3.13 Implications of Strengthening the Character of the National Spirit in the Speech of Emha Ainun Nadjib (Cak Nun) on Youtube 2019

The character of the national spirit contained in Cak Nun's speech is the spirit of repairing and loving Indonesia because the implication of Cak Nun's speech in the event at UII, Indonesia was wrong from the start because it did not follow the lineage of his ancestors. This can be seen in Cak Nun's speech as follows.

We used to be colonized after that to become Indonesia... that's not what we want. Then we separated from Brunai. We become a different country from Malaysia even though we are the same as them, the culture... everything. Suddenly we become strangers who are not of our own nationality and it's all not because we want to but because we were colonized by English folklore, etc. So in fact, Indonesia is a child of

colonialism .. Jane ora ono Indonesia... asline. That's right. just admit it. Indeed ora ono how come asline ... there are Mataram, a.Kraton Ternate, Kraton Solo ... that's how there is ..

The implication of Cak Nun's speech is that Indonesia originally did not exist because there were kingdoms in a certain area which later part of the area were colonized by the Dutch... Jane ora ono Indonesia... asline. However, because Indonesia already exists, however we must love it and we make it up (fix it). In the speech of Cak Nun, improvement is impossible for generations of Cak Nun's age to make improvements by the new generation that is loved by Allah (could be the millennial generation).

4 Conclusion

The implication of strengthening identity in Cak Nun's speech on YouTube 2019 social media can be concluded that there are twelve forms of character strengthening. The first character strengthening implicature is Social Care. The second character strengthening implicature is creative. The third character strengthening implicature is Discipline. The fourth character strengthening implicature is Love of the Motherland. The fifth character strengthening implicature is religious. The sixth Character Strengthening Implicature is Honest. The seventh character strengthening implicature is Independent. The eighth character strengthening implicature is Love of Peace. The ninth character strengthening implicature is hard work. The tenth Character Strengthening Implicature is Tolerance. The eleventh character strengthening implicature is democracy. The twelfth character strengthening implication is the National Spirit.

The strategy of strengthening character using implied forms is very effective. This can be seen from the number of congregants who follow and pay attention to Cak Nun's various speeches in various forums. Many of the congregants also attended Cak Nun's oration from night to morning. Cak Nun's speech in strengthening various community characters is very good, so that anyone can imitate him in his efforts to strengthen the character of the nation through various opportunities in society.

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