



BOOK REVIEW OF *JOKOWI* FROM ZERO TO HERO

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PRONOUNCEMENT

The writer states truthfully that this project is compiled by her without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, the writer ascertains that she does not take the material from other publications or someone's work except for the reference mentioned in bibliography.

Semarang, April 2014

Evie Permata Sari

MOTTO AND DEDICATION

Nothing is impossible. Anything can happen as long as we believe.

(anonymous)

Every successful person must have a failure. Do not be afraid to fail because failure is a part of success.

(anonymous)

This thesis is dedicated to my beloved family and friends

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I realize that this final project is still far from perfection. I, therefore, will be glad to receive any constructive criticism and recommendation to make this final project better.

Finally, I expect that this final project will be useful to the reader who wishes to learn something about speech act and understand a little bit more about be a great leader.

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Evie Permata Sari

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ABSTRAK

Jokowi from Zero to Hero adalah sebuah buku biografi yang mengisahkan kehidupan seorang Joko Widodo atau Jokowi salah seorang pemimpin di Indonesia yang dikenal saat ini karena keteladanannya. Sejak kecil ia hidup dalam kesederhanaan dan kemiskinan di pinggiran bantaran kali Karanganyar, Solo. Dengan semangat dan tekadnya yang kuat dan tak pernah padam, Jokowi kecil dapat menjadi pemimpin yang hebat seperti saat ini.

Buku karya Bernard Taufani ini tidak hanya bercerita tentang Jokowi, penulis juga memadukannya dengan tokoh-tokoh lain yang memiliki kesamaan dengan Jokowi. Diantaranya, Ahmad, Dahlan Iskan, dan Fathul Huda. Buku ini memiliki kelebihan yang terletak pada nilai moral sebagai pemimpin yang bisa dijadikan panutan pemimpin muda sekarang sedangkan kelemahan buku ini hanya pada kurangnya foto-foto yang menarik dan ketidaksesuaian isi dengan sinopsis di cover belakang. Buku ini sangat bermanfaat bagi pembacanya terutama kalangan kaum muda yang membutuhkan inspirasi dan motivasi.

CHAPTER I

INTRODUCTION

Indonesia is one of many countries that has a lot of great leaders in the government system, Ir. Soekarno is one of them. He was the first president of Indonesia, who declared Indonesian independent. He showed that Indonesia could be independent like other countries. Nowadays, one of the great leaders in Indonesia is Joko Widodo or more familiar by called Jokowi. His life is always published by mass media. Many people like and hate him in the same time.

When he was a child, he was a poor man who had limited funds to pursue education. However, the limitation is not a barrier for him to be a great man like now. Beginning his career as a furniture businessman, he became a mayor of Solo who then made significant social changes in Solo. One of his famous actions is the revitalization of cultural event and street vendors.

In this paper, the writer wants to review a biography that tells about Jokowi's life, entitle *Jokowi From Zero to Hero* by Bernard Taufani. The author is one of the people who is not very popular writer among the public. He succeeds in writing a biography of Jokowi into a book that is inspiring. He is one of the biographers about Jokowi who is successful and famous nowadays. The author explains about the highlight of the leadership of simple Jokowi. It makes this book have a good value to read.

This paper will elaborate the strengths and weaknesses of the book by which the reader will get an idea whether the book is recommended or not.

CHAPTER II

SUMMARY

Jokowi was born in Solo on 21th June 1961 with the real name Joko Widodo. His father's name is Noto Mihadjo and his mother's is Sujiatmi. He is the oldest of his three sisters. When Jokowi was a child, he often helped his mother to take care of his three sisters and took them to go to school. Therefore many other things done by Jokowi, for example, helping his parents at home and helping the problem of his sisters in any cases including personal cases.

Most of Jokowi's activities were done by playing along the river, bathing, fishing, playing kites, and football. A small Jokowi, however, was very clever in managing his time. He never forgot to do his religious activities, such as reading the Qur'an. He always managed his time very well for studying, playing, and praying.

Jokowi's father was a carpenter in the river bank of Karanganyar River in Solo. Jokowi comes from a poor family whose life was quite complicated to struggle to make ends meet, for eating and paying school fees. After school, he always helped his father handling the payment from customers who purchased wood or took the wood to a cart or a pedicab.

His surname 'Jokowi' was given by one of his clients while still in furniture business. This was used by Jokowi's client named Michl Romaknan from French, in order not to confuse with many other names who has the same profession as a wood exporter.

Jokowi studied at Gadjah Mada University, Faculty of Forestry, and Department of Wood Technology and graduated in 1985. He admitted, the tuition fee was from the contribution of his extended family as they were willing to help pay for Jokowi's education. Even his grand father also sold his cow to pay Jokowi's education.

After graduating from college, Jokowi worked in a BUMN in Aceh for 1.5 years. In 1986, he was married to Iriana, who had been dated since he was in college. Now, Jokowi has three children, they are Gibran Rakabumi (25), Kahiyang Putri (21), and Kaesang Pangarep (17).

For getting a better future Jokowi then resigned from the BUMN. After that, Jokowi continued his working in CV. Roda Jati, a company in timber industry. In 1998, Jokowi started his own timber business. This business, he started with a capital debt, as a bail, he used the legal document of his parent's house. As a consequence, when he was failed, the house was lost.

Jokowi started his struggle from very simple wood shop. The wall of his shop was using bamboo plait or *gedheg* (in Javanese). It was not a barrier for Jokowi who had great aim. He also had to spend his nights at his shop for completing painting furniture and finishing making cupboards. His wife was always faithful to accompany him.

Within 23 years, Jokowi managed his furniture business very well. Then, he choose to be a politician as he feels concerned with Solo's conditions. Usually a politician begins his career from an campus activist but unlike Jokowi, he preferred activities in an interest and talents organization such as hiking, and basketball.

His experienced in the organization is only in associations of employers of furniture, as a chairman of the Indonesian Furniture Association (ASMINDO) Surakarta branch of 2002-2005 periods. In 1998, Jokowi began to enter the world of practical politics of PDI-P. After he had been elected, he really kept his promise, unlike the current leader's style that can only talk without action. Therefore Solo had been transformed into an organized city under Jokowi's regime.

Getting his success in Solo, Jokowi managed to attract the attention of two parties Gerindra and PDI-P, both wanted Jokowi as a candidate for Jakarta governor. Jakarta people also admire the natural Jokowi who is down to earth, low profile and do not talk too much. They are convinced that Jokowi is the governor who is expected to bring a big change for Jakarta

CHAPTER III

BOOK REVIEW OF *JOKOWI FROM ZERO TO HERO*

A. The Strengths of the *Jokowi From Zero To Hero*

1. Affordable Price

The main strengths of this book is in terms of the price that is affordable for all people, the price is not too expensive and easy to get it in all bookstores in Indonesia. Then, the thickness of the book is very suitable to carry anywhere so we do not need a long time to finish in reading this book. Finally, the language is also very easy to understand.

2. Content

The content of this book has many examples in giving ways to be a good leader. It explains not only a good leader who can be a role model from Indonesia, but also from abroad. In telling the main character, for example, the author always compares it with other characters which has a same leadership style like Jokowi for example, Mahmoud Ahmadinejad, and Dahlan Iskan.

This book also contains a lot of moral values, such as being a good leader must be willing to take risks in determining a decision and explains that simplicity is an important thing which can bring the happiness and succesful. Not only Jokowi who has a humble style in his life but also Mahmoud Ahmadinejad. Ahmadinejad can be a president after he was elected as a mayor of Tehran, Iran. His people like his life style for example, he is deny luxurious hotel accommodation when he visited other countries. It is a very noble example of a leadership nowadays. Jokowi and Ahmadinejad are leaders who do not look fancy in front of people therefore a lot of people like them. There is also a great leader like Bung Karno and Bung Hatta who are more concerned with people's needs than their own personal interests.

The author tells about the persistence of Jokowi in achieving success by doing hard work and he starts from zero to be a hero like today. This simple way of life always appears

though he becomes the number one person in Solo. Jokowi always applies the message of his father that *“orang itu haruslah memiliki rasa kemanusiaan yang tinggi, anggap siapapun mereka sebagai sesama bukan sebagai binatang”* or in the Javanese called *“manguwongke uwong”*. It can be the main reference for the next generation, do not give up on the state, continue to work hard, being a simple man and must have a high sense of humanity.

In this book, there are some lessons from the leadership of Jokowi that are: (1) Having perseverance and determination, doing hard work, and leading with heart. (2) work according to people’s needs, not the personal interest. (3) having inspiration to build Indonesia. (4) being a leader who relies on teamwork because it is the most important thing that drives an organization.

The strengths of this book is the historical aspects of Solo in the past, ranging from its socio-economic conditions, and the war due to political turmoil that happened in Solo and the description of king’s leadership style in the past.

In spirit of producing national car, it describes the original predecessor car made in Indonesia which is very valuable for us to know and get new knowledge more about Indonesian people. It makes us proud to be an Indonesian people because we are so fantastic like others especially we can make a car by ourselves.

There are many positive things we can learn from the life story of a phenomenal figure named Jokowi. He is always sincere in doing the difficult job and selfless, so that he could be the leader which loved by people in general. Jokowi gives good examples for all leaders in accordance with the Islamic concept, be a leader must be trust. Jokowi also very hate with a corruption.

“Saya ya tetap begini ini. yang penting, jangan coba-coba menyuap saya. Jangan coba-coba korupsi jika tak ingin saya pecat!” tuturnya sambil mengurai senyumnya yang khas.

B. The Weaknesses of Jokowi From Zero to Hero

1. Lack of Photos

In *Jokowi From Zero to Hero* the author does not give interesting pictures not like in *Chairul Tanjung si Anak Singkong*. In *Chairul Tanjung si Anak Singkong* there are also proverbs and the author tells about Chairul beautifully than in *Jokowi From Zero to Hero*, for example when the author explain about the childhood of Chairul.

2 Cover Comments

In the synopsis on the back cover of the book the author gives the impression of Jokowi's uniqueness so that it makes the reader interest to read it. Unfortunately, when the reader reads the book, the impression on the back cover of the book is lost, for example when the author tells that "*Jokowi rela membuka pintu gerbang rumah dinasya sendiri karena tidak tega membangunkan satpamnya yang sedang tertidur lelap*" but inside the book it sentence is nothing.

3. The Content

In Chapter 6, "*Semangat Ciptakan MOBNAS*" there are various explanation about cars that created by Indonesian's student, but it is not the core of Jokowi's biography so that it should be eliminated or minimized.

This book has a few weaknesses, but when in compare with another biography like *Chairul Tanjung si Anak Singkong* written by *Tjahja Gunawan* the weakness of this book is very visible. There is a philosophy as a reflection in Chairul Tanjung's biography, yet in Jokowi's biography there is no a philosophical reflection.

"Tidak ada kesuksesan yang bias dicapai seperti membalikkan telapak tangan. Tidak ada keberhasilan tanpa kerja keras, keuletan, kegigihan, dan kedisiplinan. Hal itu juga harus dibarengi dengan sikap pantang menyerah dan tidak cepat putus asa. Semua cita-cita dan ambisi hanya bias direngkuh apabila kita mau terus belajar berbagai hal, di mana pun dan kepada siapa pun. Tidak ada hasil yang saya peroleh sekarang tanpa melalui kerja keras, dan jalan yang dilalui senantiasa berliku, penuh onak dan duri."

CHAPTER IV

CONCLUSION

Jokowi From Zero to Hero is a great book for all generations who wants to know a new inspiring Indonesian public figure. The strength of this book is on its price. The price of this book which is not expensive is a good thing so that everybody can get easily.

Apart of it, this book also has good moral values that are: being a good leader must be willing to take risks in determining a decision, must have simple and modest life style to show a good moral for society is an important thing which can bring happiness and succes, and must be able to humanize others.

The weakness of this book is on lack of photos, so that it looks like a bored biography. The other is on the synopsis of the book in its back cover which is not sinchrone with the content.

In conclusion, there are many positive things we can learn from the life story of a phenomenal public figure like Jokowi. He is always sincere in do conducting difficult jobs and being selfless, so that he could inspire other people and loved by others. Jokowi gives a good example for all Indonesian leaders in many levels and fields.

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APPENDIX



