

Transportation and Its Ethical Problems

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ABSTRACT

Transportation problem is a common problem in modern life. The impact of increasingly severe traffic congestion, for example, shows the transport problems are inevitable. However, when the problem is transformed into an ethical problem, it can be said that the ethos of the nation is in danger of experiencing a slump. Phenomenological method of research through language is used with the basis of the speech act theory of communication, after tracing automotive advertising published by newspaper in Jakarta (from March 2013 to March 2014), the result shows that Indonesian transportation latest ethical problem leads to a conspiracy carried out by the newspapers and the advertisers.

Keywords: transportation, phenomenological language, speech act theory of communication, advertising.

Foreword

Along with newspapers reporting about the latest Indonesian transportation problems, various methods and theories have been widely used by transportation Indonesian experts to investigate and solve them.

For example, a study by Nusraningrum et al. (2014) about customer satisfaction related to competition in the transportation industry shows that the problem leads to how the transportation industry maintains its competitive advantage through the Gap ServQual antecedent method.

This article is not intended to continue what has been done by Nusraningrum or other authors (cf. Chairuddin, 2014; Samekto, 2014, Warman, 2014), considering each has a definite logic academic research, namely as far as the range of human experience that is supported by a number of scientific theories. Given that transportation

problems are inevitable in modern life and, therefore, make them interesting to examine from various perspective of knowledge, this article is of critical perspective which is not merely a theory to fit the positivistic manner. It is because this article selects the perspective of the review (formal object) of philosophy of science. In our opinion, the perspective of the review will be “free themselves” associated with ethical problems of life (including the ethical problems of transportation).

Transportation problems are suspected to have entered the phenomenological ethical territory, in a sense that they have become a confounding factor of people's lives (of individuals) associated with the ethos of nation and state. The specific case in Jakarta about the increasingly severe traffic congestion, for example, is the ethical problem of transportation. Statistics has shown that the impact is very detrimental

to the life of society, both from an economic point of time, and the psychological aspect. Therefore, it takes a comprehensive and critical perspective in viewing such an ethical problem. In connection with this article, the the point of view intended is speech act theory of communication, which we use through language phenomenological method, after tracing automotive advertising in newspapers in Jakarta (March 2013 till March 2014).

In another statement, through the method of phenomenological language, with the basis of the speech act theory of communication, ethical problems are expected to be more enlightening the transportation stakeholders.

Results and Discussion

A. Language Relevance with Transportation

Average transportation experts still ignore the nature of language. Most of them define a language as “only” a mere convention or simply a communication tool in speaking about something in the society.

As a result, not many transportation experts that “dare” to do research that rests on the language. As associated impact, there are still frequently occur resistance to the official translation of a term in the transportation terms from English to Indonesian. For example, not many people are able to explain why the term “laik darat” today has changed into “laik jalan”.

In essence, language is not just a means of communication. Anyone can believe in the principle of structuralism language that language is a system of communication between societies that serve as a transmitter of ideas, feelings, and the desire (cf. Sapir, 2003; Habermas, 2006; Wibowo, 2009). However, the language associated with the existence of the

Language Century (21st century) today, language is not just a means of communication. Today, demanded by the rapid development of communication technology, each person must use language for day-to-day activities. Not only to communicate, but also to play games, write assignments, song lyrics, diary, lecture materials, and so on that basically is not in order to communicate. Therefore, in order to avoid erroneous epistemology (false knowledge), the stakeholders in the field of transportation and also the experts related to the field of transportation must understand the language from the Philosophy of Language perspective.

The Philosophy of Language perspective on language is more critical than the perspective of language structuralism. The language structuralism since the early 20th century indeed has spawned linguistics. They are principles that the power of language is situated “only” in the functioning of syntactic and phonological elements (functioning of grammar, sentence structure, spelling and usage). Therefore, the very language of structuralism emphasizes that there are only two kinds of languages in the world, standard language and non-standard language.

Meanwhile, the philosopher of the Philosophy of Language asserts that to find the nature of language, or to understand that language is not just a mere communication tool considering its function as a means of expressing all reality, humans must be aware of the grammar or language games (Wittgenstein, 2007; Wibowo, 2009). In another statement, human life is colored by many language games or language grammar game rules which each language are bound by the values and context of the user community grammar of the language game. For instance, the scientific article is a language of its own form of grammar games (read: have the rules and context of its own society), in the form of other languages

such as essay, theses, and dissertations. The implications of this case, the language used by humans is not merely based on formal logic or mathematical formula. Thus, the language can not be arbitrarily divided into two types (standard and non-standard), especially when it's arbitrarily grouped into functions (subject, predicate, object, and predicate) and categories (noun, adverb, adjectives, and word numbers).

Critical keywords to understanding the principles of Philosophy of Language of the nature of language is to understand that the number of languages in life is a reflection of the diversity of life (read: God created the world with a wide-variety). This means that every element of life must have rules, values, and its own context. For example, the transportation and logistics scientific element is a sub-life form called the academic world. As a sub-life, transportation science and logistics would have a value of life, a life context, and a community of supporters who all underscores "what it is" science of transportation and logistics. Therefore, the expression of language associated with scientific and logistic transportation system is called the science of language games of transportation and logistics, which is different from, for example, the grammar of the language game pharmaceutical science or scientific intelligence.

Based on the principle of the grammar of the language game, Wittgenstein (2007) also tried to revive the scientists about the importance of the analysis of meaning in language expression associated with its use in human life. In other words, Wittgenstein meant that the scientists of language should not be presented in a form that makes the reader confused. However, Wittgenstein himself did not provide the tools, methods, or a satisfactory theory of meaning analysis. Therefore, associated with the ethical problems in transport, this article constructs an analytical method called phenomenology

language method, which analyzes what appears in an expression language (Wibowo, 2009). This sort of construction within the perspective of philosophy of science is known as holistic and heuristik step, i.e. correcting while constructing various relevant principles that have been put forward by previous philosophers. To operationalize language phenomenological method, this article uses analysis tool of speech act theory of communication, which is also a holistic and heuristic construction of critical principles of Philosophy of Language (Wibowo, 2009). Associated with the methods and theories used, the research on the ethical problems of transportation is focused on automotive advertising published in newspapers in Jakarta (from March 2013 to March 2014).

In the newspaper industry today, advertising is a phenomenological element that is overlooked by the owner of the newspaper, especially in the context of financial inclusion. Given served through language ads (read: using the grammar of the language game advertising), and especially the advertising of motor vehicles on a large scale spread across the newspaper page in Jakarta, it can also be said that phenomenological automotive consumers successfully snared through advertising language, so that the appearance of an ethical problem transportation becomes necessary. In the perspective of speech act theory of communication, *ensnare* others through a language of expression is common in everyday life, given the perlocutionary power or allure made someone through a particular narrative style (Wibowo, 2009). For example, consider the following excerpt automotive ad (*Kompas*, 12/05/14; p.7).

Toyota, moving forward: Light Installment. Do not miss the right moment to have Toyota. Only in light of this month installments get Agya (Rp 1.2 million per month), Vios (USD 2.9 per month), the Etios (Rp 1.4 million per month), Altis (Rp

4.3 million per month), and Camry (Rp 5.8 million per month).

In connection with the emergence of the ethical problems of transportation, these perlocutionary power advertisements in phenomenological are able to trigger consumers to act consumptive, when they are reading the information about the price of installments per month. Perlocutionary power of these ads, which are listed under the phrase “Easy Installment. Do not miss the right moment to have Toyota. Only in this month ... “also proved the effective effort to cause widespread response among readers to immediately conduct a transaction. For the advertisers and marketing experts, efforts to induce responses may be regarded as a “simple” effort, which is simply the art of arranging the words to be able to touch the hearts of readers and then move readers to act on these words. In phenomenological, it can also be stated that the lifestyle of a big city consumptive society today is positively correlated with the preparation of the efforts of advertising through perlocutionary power of words. It can be seen again at the examples below as quoted from an automotive ads (*Kompas*, 05/12/14; p.11).

Daihatsu FRIENDS: Installment Friendly to Daihatsu Friends. Ayla (Rp 1 million per month), Xenia (Rp 1.6 million per month), Luxio (Rp 1.8 million per month), and the Terios (Rp 2 million per month). Buy Daihatsu now. Get friendly installment and the chance to win 1 of a total of 50 Daihatsu of your choice.

Through perlocutionary phrase “friendly installment” and “Daihatsu friends”, the advertiser (on “permission” of the newspaper) seeks to induce a positive response to the reader that the readers are the friends (friends or colleagues). According to the advertiser, as a friend of course reader would not be compounded if the readers intend to choose one of Daihatsu products. Once again, for the advertisers

and marketing experts such perlocutionary effort is simply the art of arranging the words. However, from the perspective of Philosophy of Language a phrase of words or a phrase loaded language contains an ethical problem. If mentioned “mild installment” (Toyota) and if it says “friendly installment” (Daihatsu), it must be questioned whether the meaning of “light” and “friendly” for both advertisers, given the motor vehicle is still considered a luxury item which is not everyone can afford. Ethical problems which meant similarly is also done by Ertiga ads (Suzuki), when the advertisers express the words “champion” (Ertiga champion) when what is meant is the acronym of “incredible surprises (champion)”. Thus, it can be understood that the Ertiga advertisers, through the efforts of their perlocutionary, trying to pose a conspiratorial response to readers, because “champion” does not meant “parties win a game”, but interpreted as a usual acronym. Consider the following Ertiga ad (*Kompas*, 10/05/14; p.9).

Ertiga Suzuki: Ertiga Champion (Extraordinary Surprise). Gifts directly to buyers that buy GX mode. 36 Suzuki Nex. 12 Ertiga Sporty. 36 Camera Canon Eos. 36 iPhone 5C. Garmin Nuvi 360. It’s Fun that you can get a lot of surprises when buying Suzuki Ertiga.

From these examples, therefore, both the advertisers and marketing experts are also required to behave ethically in the sense of not impressing conspiracy expression through words or expressions of their advertising language. It is difficult to argue that the development of life-style big cities, especially among the medium society, can not be separated from the living symbols of luxury such as mobile phones, laptops, going to malls and fast food restaurants, as well as motor vehicles. However, it does not mean that perlocutionary power that automotive ads presented in the paper should be built through the cons-

piratorial acts of the ads and the newspaper itself.

Conspiracy itself may occur due to the fact that the reality of facts and events filtering itself is considered as something that is “required” as long as it is for the sake of business. This means that it must not only tend to be “simple” (just the art of arranging the words in order to draw), but also makes up as an ideology used by the people in advertising and newspaper, because of their supposed meaning of the words in advertising can be produced from practice or social reality. Therefore, given that the ideology is a latent belief, it becomes fair if the conspiracy is constantly evolving in order to strengthen the “noose ad” of their automobile as well being fair if the transportation problem then turns into an ethical problem.

Reinforcing the aforementioned situation, from the perspective of Philosophy of Language it emphasized that the meaning of a phrase of words or language expression meanings does not depend on the structure itself, but rather on meaning strategies done by phrases used by communities based on a set of ideas that manifest in their language awareness. However, given the tendency of conspiracy of the individuals in the advertising and in the newspapers, the use of words to define “reality” in their automotive advertising, often the expression of words or phrases emerge from their forced-offers advertising which is an overview of a certain lifestyle. This fact would strengthen the relationship between the “confinement” and “ideology” as already mentioned.

Therefore, in this context it can be affirmed that the advertisements and the newspaper was not merely working through their language awareness (read: technical capability through their writing), but rather on the consideration of their ideology, especially in terms of construct a reality or fact to become a conspiratorial automotive

advertising, which in the world of transport likely to lead to ethical problems.

B. Awareness of Globalization Regime

Experts underline that transportation is the transfer of humans or goods using a vehicle driven by man or machine. The goal is in order to facilitate the daily human activities.

In terms of destination, experts divide transportation over land transportation (road and rail freight), air transportation, and water transportation (ferry boats, cargo ships, passenger ships, tankers, barges, and boats without engines). From this point on, apparently it can be stated that transport inevitably involves human life since a long time ago. For example, not until today in Indonesia still it is still found a means of indigenous transportation which from the communication of speech act theory that shows the language game of indigenous transportation itself, especially in Java, Palembang, Sumatra, Gorontalo, and Lombok where there are such words as “delman”, “dokar”, “andong”, “pedati”, “becak”, “bentor”, “cidomo”, and “perahu ketek”.

If transportation history of the world is traced back in regard human involvement with transportation since birth, the role of human began to be replaced by horses is said to take place in 2000 BC. Meanwhile, the “modern” transportation is said to appear in 3500 BC when the invention of the wheel (at the same time the ship also began to be developed), while cars (steam engine) appeared in 1769. In Indonesia, the first motor vehicle arrived in the Dutch colonial era (1893) in Minerva brand of motorcycles made in Germany belonged to Potter, an employee of a sugar factory in East Java, while the automotive industry was born in 1920 when General Motors Chevrolet assembly was established in Tanjung Priok, North Jakarta. As generally known, Indonesian automotive industry

continues to grow, as done by the Astra Honda Motor when it pioneered the motorcycle assembly (1971), Yamaha Motor Indonesia when assembling Yamaha motorcycle (1974), and Toyota when assembling the Toyota Kijang (1975).

Looking at the history of transportation in Indonesia, specifically the Indonesia automotive industry development (that “just born” in 1971), it has been stated that the phenomenological language is closely related to the automotive world itself. Automotive advertisements in newspapers or other mass media, for example, proved the association. However, automotive advertisements in newspapers nowadays, along with the rapid development of the automotive industry, tend to describe the conspiracy between the advertiser and the newspaper in order to achieve business benefits. Evidently, the words chosen to define “reality” of their automotive advertising, in addition to have perlocutionary power for the sake of business profit also sparked ethical problems which include increasingly severe traffic congestion. Especially in Jakarta, for example, traffic congestion may be considered as ordinary problems of everyday modern life of a big city. However, when traffic congestion is already burdening its citizens in economical, physical, and psychological aspects, it cannot be denied that ethical problem arises.

Ethical problem means a problem that contains an ethical element. In terms of the relationship between language and the world of transportation, ethics are expected to be more emancipatory than conspiratorial, because in an ethical perspective itself there is a phrase that is very essential, namely “freedom bounded on the freedom of others”. In connection with this article, the phrase means “please advertise, but maintain the emancipatory aspects” so as not to trigger an ethical problem. To reinforce this point, consider the following

Suzuki motorcycle ad’s (*Kompas*, 04/10/14; h.21).

Thank you for your trust and loyalty. All this is offered as part of our concern to consumers of Suzuki Indonesia: Champion race economical scooter Nex Injection Super Fi (1 liter: 65.9 miles), Moped Satria best (*best super cub & best of the best cub*).

Notice also the Honda ad (*Kompas*, 04/04/14; p.32) below.

Sophisticated Automatic Scooter, look even cooler! More than just sophisticated, Honda Vario 125 is now cooler. This is a premium automatic scooter with world class features and exclusive only on the Honda. With a 125 cc engine PGM-Fi ESP, feel the sophistication of a real automatic scooter with Honda Vario 125.

Perlocutionary power shown by Suzuki motorcycle ad may form “as if”, i.e., as if it cares about consumer loyalty (thus, the motorcycle manufacturer feels as if it is mandatory to produce two new product). Meanwhile, perlocutionary power shown by Honda motorcycle ad tend to be antonymic (opposite meaning), that is, “Honda is said to be more than just advanced”, but the next phrase is said to “feel the sophistication of a real automatic scooter with Honda Vario 125”. Apart from the questions (1) whether a thank you sincerely delivered by Suzuki and (2) whether the sophistication of the Honda was real or not, the fact is both motorcycle products advertising are not emancipatory, as it displays a desire to master reader through the expression of words conspiracy or expression language. Therefore, although both of the motorcycle product success in terms of sales, but in terms of aggravating the traffic congestion, which leads to the emergence of ethical problems, should become a special note. The Jakarta Police Metro data, for example, show in 2013 the

number of cars in Jabodetabek has reached 16,043,689 units (11.929.103 motorcycles, 3.003.499 cars, 360.022 buses, 617.635 freight cars, and 133.430 special vehicles). Still according to the same data, the road ratio in Jakarta is only 6.2% of the total area. At this time, Jakarta road is recorded only 7,208 kilometers, while the required is 12,000 kilometers.

Special note should also be considered by experts of transportation and marketing, especially if associated with contemporary urban sociology (cf. Lauer, 2003; Wibowo, 2009). In essence, today's middle-class people in the major cities (including Jakarta) are changing from traditional into a consumer society. Community lives in major cities are systemically changed by a force called by Baudrillard (2011) as globalization regime. As a result, as already mentioned, nowadays society in big cities become homogen: they visit the mall, they use gadgets, they are equally fashionable, they are alike to buy high heel shoes, they read the news from the Internet, and they read automotive advertising. For consumptive community, such as Jakarta today's society, information technology is the "new god" of guiding life. Actually there is nothing wrong in the "life" of consumption, as far as people do not break away from their tradition. However, the opposite happened.

Dependence on the globalization regime a.k.a "new god" of guiding lives causes people to not only live an isolated lives but also disconnected from the chain of tradition, because of all the necessities of life are available instantly. Reliance on "new god" also makes people lives are filled by simulation of pseudo reality. The impact of various forms of automotive advertising, for example, tends to make people play around (simulation) with the new product rather than using it based on its primary function as a means of transportation. Therefore, it is not surprising

that people are always motivated to have a new automotive product. In terms of ethics, the consumptive publics of major cities are portrayed as if they are obliged to care about each other, as shown in the Suzuki motorcycle ad that has been quoted ("All of this is offered as part of our concern to consumers of Suzuki Indonesia"). In fact, it is not a real concern and not ethical, in addition to be false and fabricated.

As mentioned before the simulation and the pseudo reality are delivered in conspiracy by the globalization regime through language symbols. Automotive ads in the newspaper, which has also been cited for example, are averagely symbolized by the expression of words or phrases in a familiar and personal language, which in the tradition of Indonesia become important elements in the context of interpersonal relationships intimacy. Whereas, the apparent intimacy and relationships are very pseudonym and forged, because it was never real. Stemming from this, Baudrillard seems to be correct in saying that poverty and misery of life are the main capital of globalization regime. In other words, the globalization regime is able to sell consumptive lifestyle to the nations they considered destitute and poor. With a soft and friendly language, supported by intensive newspaper and communications technology, the regime managed to break the chain of tradition of their nations targets, and then gave birth to a new society called consumptive public. The implication of this, globalization regime also do not acknowledge the local heroes, besides global heroes. Through the film, for example, they change positions of Gatot Kaca in a smooth, beautiful, and interesting way with Superman.

The success of globalization regime has turned out to be supported by the mass media in general, which is when the mass media is very keen to encourage and generalize the process of simulation and

pseudo reality through advertising. As a result, rather than serve as a forum for political education ethical society in terms of nation and state, the mass media generally treat people as objects of simulation. The impact, of which, as already stated, there was a conspiracy between the automotive products advertisers and the newspaper, so that ethical problems of transport emerges and make society as a subject with a weak position.

Seeing that language symbol has become the backbone of globalization regime, it is time for society to overcome through language awareness. From the perspective of speech act theory of communication, in the speech act units (think, say, and act) are always transmitted with the elements of locutions, illocutionary, and perlocutionary (Wibowo, 2009). These three elements appear simultaneously and at the same time can be explained as follows.

- Locutions Elements have the shape as a person's intention to convey a certain meaning behind the phrase of words or expressions of the language. Because it is still in the form of intent, a locution element implies that language in the hands of a person can be very flexible, especially if associated with the partner interests' segmentation speech. Therefore, the flexibility of today's automotive advertising language, as already mentioned, is well utilized by the advertiser who conspire with the newspaper. This utilization is certainly due to the behavior of globalization regime that is encouraged by global capitalism in this century. In this context, according to Ward (2005), the mass media in general is treated as the "best partner" in the global system of monopoly capitalism in this century. As already stated, the globalization regime aims
- besides just for the sake of business profit also aims to form a community of consumption in the major cities of the world.
- Illocutionary Elements is interpreted as a speech act of people who want to express something by using a typical power, which also makes the person is acting in accordance with what he said. Illocutionary element is realized through the efforts of a person in terms of selecting, underlining, and highlighting a particular part of a fact or reality, which therefore automatically associated with the elements of the locution. In this context, automotive advertising which tends to highlight certain parts of a fact surely will always implicate the ethical problem. Fact of "care about people" that raised as illocutionary element of Suzuki motorcycle ad, as already cited, is actually triggers the emergence of an ethical problem: whether the word "care" means "come on, buy Suzuki soon".
- Perlocutionary Elements, which in this article has been mentioned repeatedly, is considered as the most basic element in the perspective of speech act theory of communication, given its role as the support of the other two elements. It is said to be the most basic, because the perlocutionary element interpreted as speech acts people, with its speech and actions, cause a certain effect on others, both positively and negatively. In another confirmation, if the locution and illocutionary element emphasizes the role of the speaker, perlocutionary elements are even more stressed how partners respond to the things said. It is easy to understand, because the language is basically serve as influencers more than just a means of

communication (cf. Kaelan, 2004; Austin, 2005; Wibowo, 2009). In the context of automotive advertising in newspapers, perlocutionary element shows the efforts of advertisers and the newspaper in building their conspiratorial forces that can be responded to by readers. Therefore, it is necessary to understand the ethical element in building perlocutionary element so as not to pose an ethical problem in the world of transportation.

It has been mentioned, the ethical problems of transportation in this context leads to a conspiracy between the advertisers of the automotive products and the newspaper in order to achieve business benefits. This is due to only excessive underline the perlocutionary power of their automotive advertising, regardless of the lokutif and ilokutif power, automotive is increasingly used as a fake symbol in the community life of the big city consumption which leads to ethical problems. Ethical problems, which some were triggered by increasingly severe traffic congestion, will likely be driven down the life of the nation.

Fundamental questions related to national and state issues are as follows: if human nature is considered sufficient when contains elements of social glue, can the people in that country maintain and develop the social order that is peaceful, stable, and serve the interests of another person? Questions posed by Hobes (1588-1679) are done before he builds his well-known political theory, the social contract. From that question, Hobes concluded that a state always seems to be in a "state of nature", which is the condition of "bellum omnium contra omnes" (war on the war). According to Hobes, the dynamics of power (mainly because of competition, suspicion, and desire to reach popularity), which is the basic character of human beings, will

always lead to collisions and instability (war on the war). Therefore, Hobes spawned the famous Social Contract theory, which essentially is a contract that gives grounding to power and not about the limitation of power (cf. Madung, 2013).

If the Hobes theory was attributed to the fact that the emergence of ethical problems is in connection with the conspiracy automotive advertising, it would seem that the advertiser and the newspaper does not understand the difference between the meaning of "basing on power" and the meaning of "restrictions on power". This means, the emergence of the ethical problems of transport has not been seated at the national and state issues, given the advertisers and the newspaper still think that language (advertising) is simply a tool to master (read: capture) community. In another speech, the emergence of the ethical problems of transportation has always been viewed from different glasses, a.k.a not comprehensive and holistic. Different glasses, from the perspective of speech act theory of communication, implying that Indonesian transportation contemporary world still viewed with structuralism, which is a view that emphasized the ethical problems of transportation, is solely the government problems and society are the victims. Therefore, it is appropriate to say that the recent Indonesian transportation world is always in a state of "bellum omnium contra omnes". This fact which can be proven through the intention of the Jakarta Police Metro to enforce the rules in order to stop vehicles against the flow, because all this time, such behaviors seem to be legal. According to the Director of Traffic Jakarta Police Metro, Kombes. Restu Mulya Budiyo, the police have tried to enforce traffic rules, but there are still many people who continue to violate them. (*Kompas*, 16/05/14; h.26).

Although the statements made are still limited in lokutif and ilokutif, they

actually contain perlocutionary elements behind which can be attributed to the existence of people as individuals. In the context of preventing the emergence of the ethical problems of transportation, the stakeholders in the transportation sector can thus see society in terms of the individual, as each individual is always born in good condition. According to Kant (1724-1804), for example, in every man there are two trends that are necessary, namely the desire to live a happy life and do well. Both of these trends will be realized if it is guaranteed by three elements, namely the freedom of the will (freewill), the immortality of the soul (immortality), and God as the guarantor of the moral law (Law Giver) (cf. Weij, 2000). The implication of this, in addition to the stakeholders in the transportation sector is able to appreciate the dignity of humanity citizens, also able to remind that the advertiser and the newspaper was not a party that may act conspiratorial, and able to resist the tyranny of structuralism in looking at the ethical problems of transportation.

Various forms of communication that emerge every day, in addition to the conspiratorial automotive advertising in newspapers, demanding stakeholders in the transport sector to be concerned. This awareness from the perspective of cultural axiology, can be assumed as a reflection of the ethos of *orthos logos*, which is the utilization of the intellect, reasoning, or argument correctly, straight and true. In the history of Western philosophy, *ethos logos orthos* has been believed by The Sophists when developing a concept of logic and rhetoric. Meanwhile, the Greek and Roman Stoics call *orthos logos* with the Latin term *recta ratio* (logic straight). Whatever the terminology, *orthos logos* still refers to logical argument or principle that can be used for withdrawing the right conclusion, which is therefore in this context can be used to reinforce a viewpoint with respect to the settlement of a case related to the

ethical problem of transportation.

Abandonment of the *orthos logos ethos* in the life of the nation implies a deterioration of the nation's image. For example, ask how the readiness of Indonesia to face the ASEAN Community 2015 related to transportation? ASEAN Community 2015, as part of the ASEAN Vision 2020, covering the ASEAN Economic Community, the ASEAN Political-Security Community, and ASEAN Socio-Cultural Community, is often said by people are already in sight. Southeast Asia is considered an important position in the world economy. In addition to the impact of the world economic crisis shocks to the region is very low, demographic conditions (number of young population) is also a potential market for increased consumption. It is fair, if Europe and America is very interested in the movement of ASEAN Community 2015. However, how far the extent of preparation of Indonesia to deal with it? How far the extent to which Indonesia has developed the potential of its land, sea, and air? This question also includes ethical questions, the ethical problems associated with emergence of transport which the chances are much more powerful.

The grandeur that is meant in this context is the emergence of the practice of cosmopolitanism. Cosmopolitanism itself is a growing understanding of Western capitalist countries, which essentially reject the things that are national. Through cosmopolitanism, patriotic sentiments and national culture be kept in order to maintain the unity of mankind under a global world. Therefore, if cosmopolitanism made to or used as a "new ideology", in accordance with the fact that ideology is always appealing, national ideology will surely be exposed by foreign ideologies such as individualism and pragmatism.

It is proven, that neglecting of *orthos logos ethos* in the life of the nation implies a deterioration of the nation's image.

Conclusion

In the modern life, the emergence of transportation problems are common. However, when the problem is transformed into an ethical problem, it can be said that the ethos of nation is experiencing a threat of degeneration. Research with phenomenological language method, with the basis of the speech act theory of communication, after tracing automotive advertising published by newspapers in Jakarta (from March 2013 to March 2014), shows Indonesian transportation latest ethical problems lead to a conspiracy carried out by the newspapers and the advertisers.

Along with the conspiracy plot, it can also be proven phenomenologically that language is closely related to the world of transportation itself. Automotive advertisements in newspapers or other mass media, for example, have proved the association. Therefore, an increase in language awareness among stakeholders in the field of transportion is not negotiable. In addition, to preventing the appearance of ethical problems of transportion, it is also needed for preparation of ASEAN Community 2015.

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Halaman Ini Sengaja Dikosongkan