

## ABSTRACT

**Irma Istiane Matondang. Registration Number: 8126111011. Impoliteness Strategies in 2016 USA Presidential Election Debate. A Thesis. English Applied Linguistics Study Program. Post Graduate School. State University of Medan. 2018.**

The objectives of this study were to find out: (1) the types of impoliteness strategy used by Donald Trump and Hillary Clinton in their first presidential election debate, (2) the realization of impoliteness strategy used by Donald Trump and Hillary Clinton in their first presidential election debate and (3) the reasons for using impoliteness strategy used by Donald Trump and Hillary Clinton in their first presidential election debate. This research was in descriptive qualitative design. The subject of this study was the first debate of Donald Trump and Hillary Clinton in the 2016 presidential election. The data from this study was a debate dialogue from transcriptions of Donald Trump and Hillary Clinton in the first debate of presidential elections taken from the internet. The data were identified, analyzed, and grouped according to Culpeper theory (1996, 2003), and Beebe (1995). The results of the study found that both candidates performed 4 types of speech impersonation during the debate. Both Donald Trump and Hillary Clinton applied impoliteness strategies: (1) Bald on Record Impoliteness, (2) Positive Impoliteness, (3) Negative Impoliteness, and (4) Sarcasm or Mock Politeness. In realization, the speech implied by Donald Trump and Hillary Clinton were categorized as (1) snub, (2) disassociate with others, (3) use dissected, (4) seek disagreement, (5) use taboo words, (6) ) frighten, (7) condescend, (8) explicitly associate other with negative aspects. Furthermore, the reasons for both candidates in using impoliteness strategies in their presidential election debate were (1) to appear superior, (2) to get power over action, (3) to vent negative feelings, (4) to get power whenever there is an imbalance, 5) to entertain others, and there was another reason found in this study that is to self-defense. However, the findings only become temporary data so further research is needed by using other research subjects to gain a better understanding of the impoliteness strategies in another presidential election debates.

**Keywords:**

Impoliteness Strategies, Presidential Candidates, USA Presidential Election Debate

## ABSTRAK

**Irma Istiane Matondang. NIM: 8126111011. Strategi Ketidaksantunan Pada Debat Pemilihan Presiden di Amerika Serikat tahun 2016. Tesis. Linguistik Terapan Bahasa Inggris, Sekolah Pascasarjana, Universitas Negeri Medan. 2018.**

Tujuan dari penelitian ini adalah untuk menemukan: (1) jenis strategi ketidaksantunan yang digunakan oleh Donald Trump dan Hillary Clinton pada debat pertama pemilihan presiden, (2) realisasi dari strategi ketidaksantunan yang digunakan oleh Donald Trump dan Hillary Clinton pada debat pertama pemilihan presiden, dan (3) alasan menggunakan strategi ketidaksantunan yang digunakan oleh Donald Trump dan Hillary Clinton pada debat pertama pemilihan presiden. Penelitian ini adalah deskriptif kualitatif. Subjek data penelitian ini adalah debat pertama Donald Trump dan Hillary Clinton pada pemilihan presiden di Amerika Serikat tahun 2016. Data dari penelitian ini adalah dialog debat dari transkripsi Donald Trump dan Hillary Clinton pada debat pertama pemilihan presiden yang diambil dari internet. Data tersebut diidentifikasi, dianalisis, dan dikelompokkan berdasarkan teori Culpeper (1996, 2003), dan Beebe (1995). Hasil dari penelitian ditemukan bahwa kedua kandidat melakukan 4 tipe ujaran ketidaksantunan pada saat melakukan debat. Baik Donald Trump dan Hillary Clinton mengaplikasikan strategi (1) Bald on Record Impoliteness, (2) Positive Impoliteness, (3) Negative Impoliteness, dan (4) Sarcasm or Mock Politeness. Dalam realisasinya, ujaran ketidaksantunan yang dilakukan oleh Donald Trump dan Hillary Clinton termasuk pada kategori (1) snub, (2) disassociate with others, (3) use inappropriate identity, (4) seek disagreement, (5) use taboo words, (6) frighten, (7) condescend, (8) explicitly associate other with negative aspects. Selanjutnya, alasan kedua kandidat melakukan ujaran ketidaksantunan pada debat pemilihan presiden adalah (1) to appear superior, (2) to get power over action, (3) to vent negative feelings, (4) to get power whenever there is an imbalance, (5) to entertain others, dan ada sebuah alasan lain yang ditemukan pada penelitian ini yaitu to self-defense. Bagaimanapun juga, hasil penemuan hanya menjadi data sementara sehingga penelitian lebih lanjut sangat dibutuhkan dengan menggunakan subjek penelitian yang lain agar mendapat pemahaman yang lebih baik dalam strategi ketidaksantunan pada debat pemilihan presiden.

### **Kata kunci:**

Strategi Ketidaksantunan, Kandidat presiden, Debat Pemilihan Presiden Amerika Serikat