CHAPTER I

INTRODUCTION

1.1 The Background of study

Discourse Analysis is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, resisted by text and talk in the social and political context. With such dissident research, critical discourse analysis.

The analysis of discourse, as Brown & Yule (2000, p. 1) explain that the analysis of language is important in use. The time when discourse analysis emerged could be dated back to the 1950s. Harris (1952) was the linguist, who first used the term discourse analysis, which he maintained, could be applied to the study of a whole text so that the structuring above sentence could be discovered.

Using language, we organize our messages in ways which indicate how they fit in with the other messages around them and with the wider context in which we are talking or writing. The explanation above are used as the basis for exploring how meanings are created and understood because they allow the matching of particular types of function/meanings with particular types of wording (Thompson, 2000). These are known as ideational, interpersonal and textual metafunctions. Many scholars have applied ideational analysis in different genres, like literary works, news discourse, political discourse, advertisement analysis, etc. (Zhao, 2017).

Politic is always relates to activities that makes influence actions and policies in government or society. One of the aim of politics is involves the use of power to another by affecting their behavior. In politics, people needs political strategy and the method to do it is varies depend on the purpose. Political strategy deals with many perspective strategies where the basic strategy is the way of the purpose invented and used to obtain the objective (Keyes, 2008: 9).

United States of America is considered has big influences for most of country in entire world as they have the strongest military and the largest economy (Clark; 2017), and it's political phenomenon takes much attention in the world. Donald Trump as one of the American president candidate automatically gains much attention from the world. His different political background in such big country makes him becomes one of the controversial politician to be talked.

Rothwell and Rosel (2016:1) made an analysis project of Trump's political views, they present that Donald Trump is a man who has based his largely on big issues, such as restricting immigration, building a large wall along the border with Mexico, barring Muslims from entering the country, and restricting trade, by re-negotiating trade agreements and imposing tariffs on China and possibly other countries."

Crockett (2017) also said Trump's utter lack of preparedness and political experience, the only president who never have prior political or at least military experience. Maddalena (2016) on his article about Political Communication in the Trump epoch also clearly stated that Trump reacts to any news without political mediation and political correctness. He gesticulates with his answers and

his face reveals his feelings. He is as harsh towards his opponents as he is warm and captivating to his followers. He uses love–hate language and he mainly communicates in a direct way.

Maddelena (2016), stated Trump does not provide clear statements about complex political issues and he often changes his mind on his speech. He seems to know that he does this, admits to it and continues regardless.

It shown on the part of his speech which beginning with praised to the former president that controlled the country, but then blames his works because contribute to making other countries prosper economically but have a deficient inside the US by making the factories and companies close.

"We are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent. For too long, a small group in our nation's Capital has reaped the rewards of government while the people have borne the cost. Washington flourished- but the people did not share in its wealth. Politicians prospered- but the jobs left and factories closed.

Preliminary data of this research show that Trump's speech has unstable political responses, he is dominant who initiates the conversation, sets the agenda, and controls the topics. while Schäffner (1996:203) stated a political speech supposed to be including the clear topics change on structures of speech texts.

Rachman (2017) on his study Critical Discourse Analysis in Donald Trumpt Presidential Campaign, explain Sometimes Trump put wrong statement on his speech, but the matters that he uses sentences always sound right.

For example, Americanism is defined as follows:

a: A custom or trait peculiar to America and

b: The political principles and practices essential to American culture."

But in his speech Trump's made Americanism means "America first". On the statement *"The most important difference between our plan and that of our opponents is that our plan will put America first. Americanism, will be our credo",* he clearly declares that he has different conception than others about Americanism.

Therefore, This Donald Trump's unusual communication way and with all of his controversy makes his speech adorable to analyze. It becomes the interesting phenomena which leads this research analyzes the Donald trump's political speech.

Aaron Blake (2016) nominated "Make American great Again" as the best from all Donald Trump's speeches that bring Donald Trump to big attention on 2016. regarding the important of speech in politic, Trump. Although makes many mistakes in his thought, in fact, he is the winner of American President election.

There are some previous researches that analyze trump's speeches that related to the political discourse. Since Donald Trump has unique characeristic as

politician and also the phenomena is current American political event, it is appropriated in analysing the speech by using critical discourse analysis.

Marpaung (2018) on his study analyzed Donald trump's speech about radical Islamic terrorism investigate the dominant elements of experiential function used in the speech and how Trump implied his ideology about ISIS on his speech. The study focuses only on revealing Trump's ideology on specific ISIS issues. The data on the study only take the utterances about ISIS.

Zhao and Yi Zhang (2017) on their study about Transitivity Analysis of American President Donald J. Trump's Inaugural Address found from six process types, Material processes are most frequently used to describe the bleak situation of the America and the actions that the new government will take, which shows the new president's determination and ambition. The research explains also how Trump used relational processes to lay out a new vision for America but the researches didn't explain how the transitivity analysis illustrated Donald Trump's Speech ability gain big attention.

Different with those researches, this paper will analyze Donald Trump's political speech based on Critical Discourse Analysis Approach to illustrate all the political transitivity and motivations that expressed on his speech, since Trump talked about more than one political issue on his speech and interpreted why his political utterances on the speech bring his victory.

1.2 The Problem of the Study

There are three major research questions on this research. They are:

1) What are the transitivity processes illustrated in Donald Trump's Speech?

2) How does Donald Trump use his language on the speech to realize his political motivations?

3) Why does Donald Trump reflect his political motivations on the speech as the way he does?

1.3 The Objectives of the Study

The objectives of this research are:

1). To describe the transitivity process illustrated in Donald Trump's Speech.

2). To elaborate how Donald Trump realizes his political motivations on his speech.

3). To explain why Donald Trump reflects his political motivation on the way he does.

1.4 Scope of the Study

To avoid over complicating the issues and analysis, the focus of this study is to analysis Donald Trump's political speech that delivered in Washington D. C. on January 21, 2017.

This research use Critical Discourse Analysis by Fairclough to describe the transitivity process and thematic analysis approach by Braun & Clarke's model to find out the way Donald Trump realized his political motivation behind the text.

1.5 The Significant of the Study

This analysis is very important for better understanding about political discourse analysis.

From the analysis, this thesis will be useful for:

1) Theoretically, making the readers know more about the political discourse analysis, in which we can learn the language how to serve the ideology and power. Moreover, we can have a better understanding of the political purpose of political speech.

2) Practically, helping the readers who need references about the six types of Experiential Function. In addition, hopefully this analysis will be a worthy inspiration for those who want to do further research on Discourse Analysis especially on transitivity system on text.