

CHAPTER I INTRODUCTION

1.1 Background Research

Language is a medium of communication. Everyone uses language to transfer messages from one to another. By using language, a receiver (a reader or listener) can understand the message. Moreover, language also can reveal individual's dominance, social force and power relation. Habermans (1997 in Wodak & Meyer 2001, p. 2) argues that language is the medium of domination and social force. It serves to legitimize relations of organized power. Individual's dominance means someone's existence that is more appear than other. I mean the powers which are united between the social member. Power relation means relationship about member's othorization to influence the other. Neustadt (1960) believes "Power' means his influence... There are two ways to study 'presidential power' ..., so to speak, of influencing certain men in given situation". Those will become the research question which will be analyzed by researcher. Language is also ideological, when someone delivers information about something, his ideology is implied on language.

The power and ideology are implied through the context of message which is delivered. Delivering message is communication activity. The way for delivering message is divided into two kinds of communicaton, according to Joyce (2012) they are indirect and direct communication. Indirect communication

is a kind of communication that uses other media for transferring message, while the direct does not need media for it, a case in point is spoken language.

One of spoken language is public speaking. With public speaking, someone can teach, present, show something, and persuade the others. Using spoken language the student can understand the teacher's material, using language some one can present their idea to other, using language someone can show ability to other, and using language someone can persuade the other people to follow and agree the speaker's idea. Speech becomes the object in this research is a public speaking activity which has a formal form from the leader of a country to the citizens. This is in accordance with Fairclough's view (2010, p. 142) that speech has three main functions, namely informing (telling someone about particular facts), regulating (controlling something or someone), and persuading (make someone do or believe something by giving them a good reason to do it).

In language, there are a number of elements or components which are arranged in a system. Chaer (2007) states that language is a system, it is composed by elements and relates one and another functionally. System in here is a pattern of elements, and every element has important function. Speech which uses language also has it, because speech is a kind of text which has letters, words, sentences. In this research, speech becomes the object of the of an analysis, it is inauguration speech by Donald Trump.

Donald Trump, the 45th President of America is the number one person in America who won the Presidential election of America on 8th November 2016. After winning the election he gave the presidential speech to all citizens and many

medias who record and publish it. He conveyed the program in presidential inauguration through his speech on 9th November 2016. After watching the video the researcher presumes that the statement made the citizen amazed, cheerful and hopeful. However, his statement which has relation with another country made all people in the world flabbergasted and his speech became big issues. The researcher also presumes that Donald Trump has big power to persuade the citizen to follow a new program of his tenure. The President has a persuasive power to influence the audience through his speech.

The researcher must consider every element or component of Donald Trump's speech to seek in detail how the power to persuade people and the hidden ideology contained in the speech by using on theory of CDA proposed by Huckin (1988). The element or component is everything that are related to thing that can build a text, for instance part of speech, linguistic features, exc.

Critical Discourse Analysis (CDA) is the kind of analysis which is appropriate to analyze speech from critical point of view. It is a way to seek the ideology of the speaker which is conveyed to the audience. The speaker might use his/her power to persuade the audience to follow his/her statement and agree with his/her opinion. Moreover, Habermans (cited in Wodak & Meyer 2001, p.3) argues that CDA does not only discuss oral or written texts, but futhermore about power and ideology "It serves to legitimize relations of organized power. In so far as the legitimations of power relations, . . . are not articulated, . . . language is also ideological", 'It' refers to CDA. This statement implies that if a researcher

conduct a research about power and ideology in language, then it should be better to use the Critical Analysis approach.

Moreover, CDA can analyze the power and ideology through the role of structure, strategies or other properties of words, phrases, sentences, texts, talks, verbal interactions or communicative events. CDA in this case also has a role. The role in CDA can find the dominance of an author. Every individual or group actually has same principle in social system or discursive process. Social system or discursive process is the area of communication from the speaker to the audience in social life. According to Laclau and Mouffe (cited in Jorgensen & Phillips 2002, p.40) “Individual and collective identity are both the same principles in the same discursive processes”. However, the dominance will exist through the subject’s communication, the dominance means social power in elite, institution or group, therefore, they are as subjects that have position.

The researcher uses CDA as a kind of textual analysis in order to have deep analysis. Textual analysis has a particular aim. According to Bauer, et al., (2014, p. 3) the aim is “to open up the perspective of the author that is delineated by his/her social and cultural context ...”. From this statement, textual analysis is an appropriate way for seeking speaker’s ideology, here Donald Trump’s ideology, which is delineated by his social and cultural context.

By using Critical Discourse Analysis (CDA) in Donald trump’s speech, the researcher attempts to elucidate how the speaker can persuade the audience with his speech until his statements become a trend issue in the world, not just only because Donald Trump is the number one person in America, but here, his

speech shows his power and ideology to bring out new issues to the world. In this analysis Donald Trump has the position as an actor, as Van Dijk (1993, p. 2) states that someone that has a role in communication activities is called as actor. Actor has a chance to reproduce dominance and enacts the power in social relation.

Some previous studies have been written about speech, particularly speech of leaders of country as object of analysis, who have big power to persuade the audience. The previous studies give new insight and enrich this undergruated thesis.

The first thesis was written by Priatmoko (2013), who analyzed the speech related to the bombings in Jakarta at that time. In that speech there is a relationship between language, power, and ideology. The author uses descriptive qualitative research method. The result can be concluded that Susilo Bambang Yudhoyono's speech can calm people, because by conducting an official speech, people realize that the government has already known about the incident that occurred. It calms the people down because people know that the situation and the condition have been under control by the government.

The second previous study was written by Fathan (2012). The thesis discussed the revealing hidden ideology of Barrack Obama and how ideology is reproduced within social, political and historical context. The result is Obama has some kinds of ideology, they are ideology of mutual developmentalism or developmentalism only, ideology of democracy, ideology of pluralism and ideology environmentalism.

The last previous study is by Mirayanti (2016) which discussed Obama's view represented his ideology in this issue. The difference between this research and previous research is the speech analyze in this present research is a inauguration speech. The researcher concludes that the conclusion of this previous research is the ideology of equality, it is not only about marriage equality but also the equality of race.

This difference causes different issues and therefore needs different approach to analyze. The issue that has been analyzed by the researcher is restricted to the majority of issues, those are about loyalty, economy, and national security which became trending topics in the world because America is best ten country in the world, considering from Gross National Income (GNI) per capita and birth average per years (Cripps 2015, online).

For those reason above the researcher needs to conduct the research to analyze the problem with the tittle "POWER AND IDEOLOGY IN DONALD TRUMP'S INAUGURATION SPEECH (CRITICAL DISCOURSE ANALYSIS)".

1.2 Research Question

Based on some reasons explained in the background of the study above the researcher studies the particular problems as stated below:

1. How is Donald Trump's power represented in his speech?
2. How is Donald Trump's ideology represented in his speech?

1.3 Research Objective

The purposes of this research are:

1. To investigate Donald Trump's power is represented in his speech.
2. To observe Donald Trump's ideology is represented in his speech.

1.4 Research Significance

The researcher has expectation that the result of this research will be useful and has big influence for readers theoretically and practically. Theoretically, the research becomes a source of discussion object and scientific information as referential about CDA (Critical Discourse Analysis). Practically, researcher hopes that this research can stimulate other writers to conduct CDA (Critical Discourse Analysis) research in future and provide knowledge another researcher about CDA as well as its theories. Thus, it can be applied in another CDA research.

1.5 Clarification of Key Terms

1.5.1 Power

Power means someone's capacity and strength to influence the other people, in this case is the respondent, to agree speaker's idea and support the speaker' argument. According to Dahl (2007). "The concept of power defines in term of relation between people, and is expressed in simple symbolic notain. From this definition is developed a statement of power comparability or the relative degree of power held by two person."

1.5.2 Ideology

Ideology is the way of someone to view the world and the substance which is constructed in someone's mind. He will use the ideology in every space of life. "Significations/constructions of reality (the physical world, social relations, social

identities) which are built into various dimensions of the forms/meanings of discursive practices, and which contribute to the production, reproduction or transformation of relations of domination (Fairclough, 1992).

1.5.3 CDA (Critical Discourse Analysis)

“Critical discourse analysis (often abbreviated to CDA) provides theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains. Confusingly, the label ‘critical discourse analysis’ is used in two different ways: Norman Fairclough uses it both to describe the approach that he has developed *and* as the label for a broader movement within discourse analysis of which several approaches, including his own, are part” (Fairclough and Wodak 1997) in (Fairclough, 1995).





uin

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG