

ABSTRACT

Barack Obama is the first African-American becomes a president in United State of America for two times. Obama uses his political language carefully. Because he knows that it can give the big influence to American votes. And also the intonation is used by him, because he knows that the intonation can make a influence as emotional to his audiences.

Therefore, the researcher is interested to research language and power in Obama`s political speech To obtain clearer, the writer can invent the statement of problem can be into some questions, those are: 1) what are the features of political language used by Obama? 2) what are the implicit meanings in Obama`s speech? In order to solve those problems, this research used two main theories; those are political communication and pragmatic. Language is a system of sign which is used as communication tool and express idea. Power is the ability to influence the behavior of people. Political language is the word game in political talks which has certain unsure to influence someone`s thought and to get public opinion. In politic, pragmatics is an analysis using political talks and effect from word game.

The data for this study was obtained from a transcript of President Obama`s speech which the researcher copied from Federal News Service. The analysis was done by using a descriptive-qualitative method. While, the steps at research are by categorizing those statements into kinds of political language, analyzing each kinds and finding each meaning as implicit and explicit and concluding the meaning from each kinds of political language and get the power.

As the result of research is the features of language in Obama`s political speech, such as presupposition, implicature and persuasive language. The researcher`s view, persuasive language is essence of political language, because in arranging the sentence of persuasive language, Obama has to see Americans` psychology condition, social condition and imaginary people on that time. That essence of political language has implicit meaning which makes some effect to Americans and Obama, such as Obama got much votes to be a president for two times. The implicit meanings from Obama`s political speech are choosing him as the president back, and he will make America becoming the great of America. It`s also one of the power of Obama`s political language, because peoples can accept bad and good Obama`s vision and mission as linguistics.