CRITICAL DISCOURSE ANALYSIS OF DONALD J TRUMP'S SPEECHES

THESIS

Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of English
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ABSTRACT

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Key words : Critical Discourse Analysis, Socio Cognitive Approach,

Linguistic features

This thesis examines Donald Trump's speeches using Van Dijk's Critical Discourse Analysis Theory. It investigates the structure of Critical Discourse Analysis that emerges in Donald Trump speeches and the elements of Socio Cognitive Approach that emerge in Donald J Trump's speeches. The writer mainly utilizes the structure Critical Discourse Analysis theory by Van Dijk which consists of three structure of analysis consisting of macrostructure and microstructure. Afterwards, the writer adopts Socio Cognitive Approach to analyze the schema of the speech which included in superstructure analysis. Under descriptive-qualitative method, this research significantly gives a wider understanding about how linguistic features emerges trough Critical Discourse Analysis structure. As the result, there are totally 64 expressions that were noticed as linguistic features from three chosen speeches of Donald J Trump. The CDA structure reveals that Donald J Trump consistently uses repetition and irony to involve the emotional attachment of the addressee by using the logical facts and emotional involvement. Then Trump tends to make negative representation of another person group to get his positive representation. Furthermore, the uses of pronoun are mostly aimed to show the unity as the strategy to convince and persuade addressee to being in accord with his argument and administration's resolution.

INTISARI

Rohmah, Siti Nur. 2018. Critical Discourse Analysis of Donald J Trump speeches

Pembimbing: Murni Fidiyanti, M.A.

Kata Kunci : Analisis Wacana Kritis, Teori Sosial Kognitif, Karakteristik

bahasa

Skripsi ini meneliti pidato Donald Trump menggunakan teori Analisis Wacana Kritis dari Van Dijk. Ini menyelidiki struktur Analisis Wacana Kritis yang muncul dalam pidato Donald Trump dan element Teori Sosial Kognitif yang muncul dalam pidato Donald Trump. Penulis sebagian besar menggunakan struktur Analisis Wacana Kritis oleh Van Dijk yang mencakup tiga struktur analisis yang terdiri dari Makrostruktur dan Mikrostruktur. Kemudian, penulis menggunakan teori Sosial Kognitif untuk menganalisa kerangka pidato yang dicakup dalam analisa Superstruktur. Dengan metode deskriptif-kualitatif, penelitian ini secara signifikan memberikan pemahaman yang lebih luas mengenai bagaimana karakteristk bahasa dapat timbul melalui struktur Analisis Wacana Kritis. Hasilnya, secara kese<mark>lur</mark>uhan terdapat 64 ungkapan yang termasuk kedalam Karakteristik bahasa dari tiga pidato Donald J Trump yang terpilih. Struktur Analysis Wacana Kritis menunjukkan bahwa Donald Trump secara konsisten menggunakan Pengulangan kejadian utuk melibatkan emosi dari pendengar dengan menggunakan fakta-fakta logis dan melibatkan emosi. Kemudian, Trump cenderung membuat representasi negatif dari orang atau kelompok lain untuk mendapatkan representasi positif dirinya. Disamping itu, sebagian besar penggunaan kata ganti di maksudkan untuk menunjukkan kesatuan sebagai strategi untuk meyakinkan dan mempengaruhi pendengar agar setuju dangan pendapat dan keputusan pemerintahannya.

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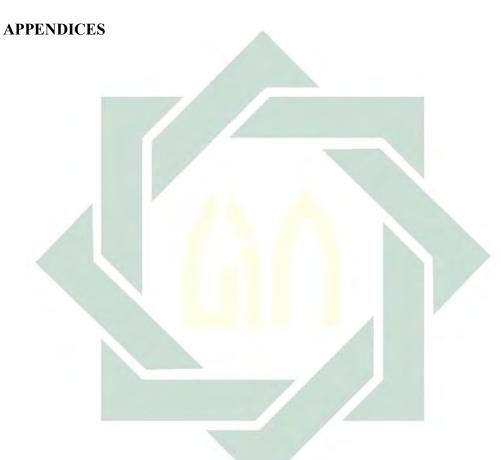
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CHAPTER I

INTRODUCTION

1.1 Background of study

Some recent studies have focused on Critical Discourse Analysis, where it generally discusses political discourse. The numerous discussions about political discourse itself mostly caused by the correlation among social context, speaker's idea and linguistics strategies are oftentimes found in some case rather than organization discourse or education discourse studies. The majority of Critical Discourse Analysis studies were focused on the institutional case of discourse such as Media (Safitri; 2015), Politics (Lawson; 2008, Horváth; 2011, Aschale; 2013, Priatmoko; 2013, Al-Haq; 2015) and Organization (Rashidi; 2010). In addition, some Critical Discourse Analysis studies also focus on another object such as a movie (Arief; 2014). Litosseliti (2010; 79) stated that Critical Discourse Analysis researches specifically consider how language works within institutional and political discourse for instance in education, organization, media and government in order to covert social inequality in a social relationship. Meanwhile, Critical Discourse Analysis study becomes noteworthy research since it provides implied information about some case within inequality through social context.

Furthermore, according to (Van Dijk, 1998; 131) the rationale reason that makes many researchers interested in CDA is because Critical Discourse Analysis more focuses primarily on social problems and political issues, rather than on

complex paradigms and fashions. Similar idea also stated by Fairclough (1995; 56) Critical Discourse Analysis includes the larger sociopolitical and socio-cultural contexts within which discourse is embedded, in this case in macro-level of analysis that we are able to reveal the ideological bases of discourse. The most underlined thing here is political discourse focuses on the abuse of such power especially on dominance, that is on the ways one person or one community control people's beliefs and actions in the interest of dominant groups. Political Discourse also as the field of the dominant group to persuade another group in society. In another hand, within political discourse, some social contexts are included which are showed inequality and power. More specifically CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce or challenge relations of power and dominance in society.

There are some features of CDA such notion as power, dominance, hegemony, ideology, class, gender, race, discrimination, 'social structure or social order (Van Dijk 1998; 71). So the basic notion in CDA is differentiation or inequality. Each social context that deals with inequality is possible to cause discrimination. Indeed, discrimination appears because of inequality of social construction that treated by the dominant group to a person or a group of people. In Donald J Trump's speeches, there are some inequalities implied in some policies that he announced. Even more in each political interaction, there will always include discrimination that will affect a person or certain group of people in their social interaction. Go along with it, hegemony and ideology could be explored trough inequality and power of the dominant group toward the minority.

Often times, the effect of hegemony toward minority group could be a social judgment or social discrimination. However, people that accepted unconscious condition such discrimination are protected by the Equality and Human right Commission called The Equality Act. The Equality Act Commission is a Human right commission that builds in 2010 is an Act of Parliament of the United Kingdom. The Equality Act also specifies several situations where people are protected from discrimination such as put a person at an unfair disadvantage in educational settings or workplace, social harassment, victimization or another conscious discrimination. The Equality Act also has its own definition and characteristics of an act that regarded as the discrimination.

Deal with it, the researches about Critical Discourse Analysis are mostly used inequality of social context as the main issue to be explored. The discussion about it mostly focused on racial discrimination such as Arief (2009) that explore the racial discrimination of black and white people and correlated it with the Hancock movie character as the main discussion. He found Hancock characters in dual nature. There are positive and negative. From the Hancock characters, the author implied that Hancock seems refers to Barack Obama who was being a candidate for presidential election at that time and from the relationship between Hancock and Marry, it against the interracial marriage. The first is the research that was done by Nazish Memon (2014) entitled Critical Analysis of Political Discourse: A Study of Benazir Bhutto's Last Speech. This study aimed to critically analyzing the underlying ideologies in the political speech of Benazir Bhutto (The former prime minister of Pakistan from 1988-1990 and 1993-1996)

in the election campaign on 27 December 2007. The study assumed discourse as a product of social practice which had started earlier during the inception Pakistan People's Party (PPP). The study focuses on the content of the discourse to analyze how linguistic features are used to propagate the ideologies. In order to analyze the discourse critically and to evaluate the ideological bases of Benazir Bhutto's speech Socio-cognitive approach to CDA has been adopted. The underlying assumption in the present study is that the political discourses are used in the public to control the minds of the people.

The next researcher was Dessy Safitri (2015) about racism ideology research in NBS news online mass media of Michael Brown case. She examined the linguistic features that use by news report to establish the Racism toward black people. The linguistics features that included are; semantic structure, syntactic structure, stylistic structure and rhetoric style. She found the ideological construction of racism in news report by using Van Dijk's theory. The result was the semantic structure indicated the physical confrontation that was the cause of Michael Brown shooting, from the background, details and presupposition. Syntatic structure showed that the journalist of news report tends to use nominalization and passive sentences in the action of the police. The direct sentence and indirect sentence use to express their opinion through the actor. Stylist focused to image African American as bad people. Rhetoric style used to persuade readers by using hyperbole, alliteration, metaphor, parallelism and rhyme.

Avissa Suseno (2016) entitled Islamofobia Dalam Kampanye Donald Trump (Analisis Wacana Berita Pernyataan DonaldTrump Terhadap Islam Pada Media OnlineMerdeka.Com). This research uses the theory of Hegemony by Van Dijk to investigate the effect of social context and social cognition toward Islam. This research also explores the tendencies of media online toward Islam believer. Another supporting theory that is used in this research is Critical Discourse Analysis by Van Dijk. The result showed that Merdeka.com did not tend to any political party side or be the judge of each news article that they publicized. Merdeka.com has clarified that each news article that has been released is important news to publish.

Furthermore, several researches have been done by some scholars which mostly focused on the persuasive strategies used by the speaker in conveying their speech (Junling Wang, 2010; Alelign, 2013; Elsa, 2014; Fawwaz Al-Abed, 2015; Jensen, 2016). Some tries to widen the scope by enlarging the aim of the research such as the use of the features of linguistic to emerged the speaker ideologies including their inclusive perception (Juraj, 2011; Nova, 2013) and Souzandehfar (2010) developed the object of the study in case of the speaker in the politic debate and as the aim he justify the idea of each debaters.

The research about political discourse mostly targeted to reveal the ideas of the speakers through the use of linguistic features includes semantic structure, syntactic structure, stylistic style and rhetoric style (Nazish, 2014; Arief, 2014; Dessy, 2015). The results mentioned that semantic and syntaxes style are implicated the ideology of authorized community, while stylistic and rhetoric tend

to use for persuasive strategies and They used text media to maintain their racist Ideology. The bigger communities take control of any decision in every case of society. Different approach is applied by Juraj Horvath (2011), he analyzed Barrack Obama's ideology by using Fairclough theory. He found that the key ideological components of Obama's speech are: pragmatism, liberalism, inclusiveness, acceptance of religious and ethnic diversity and unity.

Most of the previous studies are focused to analyze the meaning of the text without combining it with another approach to support the main theory. This present study aims at filling the gap by analyzing the Critical Discourse Analysis and support this theory by using Socio Cognitive Approach by Van Dijk (1997). The researcher going to explore more about the element of Critical Discourse Analysis by using Van Dijk Theory and combine it with Socio Cognitive Approach to reveal the order of the speech. The researcher going to explore the words and sentences that uttered by Donald J Trump. Donald J Trump is the 45th President of the United States, in office from 20 January 2017 until now. He is controversial and each policy that he announces mostly became social conflict and social inequality. After all, each policy of the United States became public attention because this country as an influential country so each policy and ordinance give the big effect to another developed country. Go along with it, the minorities in the United States become the victim of new policy and law.

The researcher tries to find the real judgment of Donald J Trump that he delivers in his Speeches. This research aims to explore the Critical Discourse Analysis in Donald J Trump's utterances in his Speeches. Go along with it, the

researcher wants to know what are the elements of Critical Discourse Analysis structure that used by Donald J Trump to convey the real meaning of his speech. This research served serial answers of what are the Critical Discourse Analysis structure of the text including macrostructure, microstructure of Donald J Trump's Speeches and what is the elements of the superstructure of the speeches that emerge based on Socio Cognitive Approach.

1.2 Research Questions

The researcher makes two problem questions to make analysis become focus into line:

- 1. What are the microstructures and macrostructures of Critical Discourse
 Analysis that reflected in Donald J Trump's speeches?
- 2. What are the elements of Socio Cognitive Approach that emerge in Donald J Trump's speeches?

1.3 Research Objectives

- To find the structures of Critical Discourse Analysis which are macrostructures that including theme and topic, microstructures which is consist of syntaxes styles, semantic styles, rhetoric styles, stylistic style of Donald J Trump in his speeches.
- 2. To explore the elements of Socio Cognitive Approach to reveal the outline or the superstructure of Donald J Trump's speeches.

1.4 Significance of the Study

The significance of this research is the researcher wants to enrich the knowledge about the Critical Discourse Analysis especially in political discourse. The researcher hopes to get some advantages from knowing discourse structure that expressed in political discourse in Donald J Trump's utterance. The researcher also hopes this study would give a reference for the readers to gain knowledge about Critical Discourse Analysis, especially students of State Islamic University of Sunan Ampel Surabaya and the other English Departments.

1.5 Scope and Limitation

The researcher focuses on the structures of Critical Discourse Analysis in Donald J Trump's speeches. In CDA structure, the researcher condensed the analysis using Van Dijk theory that divides the CDA structure into macrostructures, microstructures and superstructure of the text. The researcher restricted the investigation of political discourse that uttered by Donald J Trump when he was positioned as the presidential candidate and as the president of the United States. There are three chosen Speeches of Donald J Trump entitled: Jerusalem as the capital of Israel, Terrorism national security and National security and defense.

1.6 Definition of the Key Terms

(a) Critical Discourse Analysis (CDA)

CDA is a special approach in discourse analysis, which focuses on discursive conditions, components, and consequences of power abuse by dominant (elite) groups and institutions, (Van Dijk, 1995; 65).

(b) Socio Cognitive Approach

Supporting approach that used to analyze the speeches which consist of several stages that aimed to show the relationship between power and discourses (Memon 2014: 91)

(c) Speech is the power of expressing or communicating thoughts by speaking (duhaime.org/LegalDictionaryx)

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

This theoretical framework is consists of some relevant theories that connected to the topic of the research which is the Critical Discourse Analysis of Donald J Trump's speeches. In accordance with the topic, this framework explores Critical Discourse Analysis as the main theory and elaborates the Socio Cognitive Approach as the part of superstructure analysis.

2.1.1. Discourse

There are several definitions of discourse that explained in many theory books, each definition has its aim to clarify the exact meaning of discourse. Meanwhile, the definition of discourse is dissimilar depending on the perspective theory that used by each researcher. The term discourse derived from Latin root 'discursus' that means conversation or speech. So in a simple comprehension discourse could be the form of social conversation which can be spoken or written the Moreover, according Collins English language. to Dictionary/Collinsdictionary.org, discourse is verbal communication or discourse could be an utterance within the conversation. Furthermore, Montolalu (2017: 6) argued that the term discourse defined as the process of sociocultural linguistic that embedded in social construction. This definition is quite wide because the term discourse has no significance limitation. In the other hand, each discourse is

the part of the sociocultural linguistic process but not all of the social process referred to discourse.

Going to further explanation of discourse, Brown (1983:5) stated that discourse could be represented by text, so he classified the discourse only in the form of text which is referred to written text and spoken text. Another definition by Van Dijk (1997b: 1) elucidated the definition of Discourse more simply which is Discourse is a form of language use, public speeches or more generally to spoken language or ways of speaking. So Van Dijk has framed the word discourse into the form of language use which has its functions depends on the context social and its speaker. Meanwhile, most of speaker use language to deliver and to communicate their ideas or beliefs in the social events, like a job interview or another specific conversation that has the certain aim. All in all, discourse is either written or spoken that has the different use of each speaker. Discourse also can be the expression of the speaker thought and belief, and the speaker ideologies because trough discourses the speaker deliver the language use and its purpose.

2.1.2. Critical Discourse Analysis

Critical Discourse Analysis explores the connection between the use of language with social context and social differences. Most analyses of Critical Discourse Analysis was concerned with social inequality, included religion aspect, gender, and the other ideologies. Critical Discourse Analysis also focuses on how political discourse constructed through linguistics elements to persuade and present the power in society. Critical Discourse Analysis has characteristics as social practices, influential ideologies, prevailing social problem and

intertextuality (Lia Litosseliti, 2010: 129). Furthermore, Critical Discourse Analysis serves as one of the tools to analyze the linguistic within the social context. Critical Discourse Analysis could be an approach to reveal the power and social dominance in the social construction.

2.1.2.1 Critical Discourse Analysis Van Dijk

Critical Discourse Analysis (CDA) is obviously not a homogenous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis. (Van Dijk 1993:131). In a simple explanation, Critical Discourse Analysis studies the connection between textual structures and social context then explores it in wider social structure. Go along with it, Van Dijk (1993: 249) clearly restricted that Critical Discourse Analysis focused on the relationship between discourse, power, dominance and social inequality. There are three levels of discourse structure that emphasized by Van Dijk which are macrostructure, superstructure and microstructure.

2.1.2.1.1. Macrostructure of the text

2.1.2.1.1.1. Thematic

Van Dijk in his book Macrostructures (1980: 99) determine thematic as the main part of macrostructure levels, it refers to word theme. Eriyanto (2001: 226) states that thematic is the most important structure to examine in macrostructure analysis of Van Dijk. He also elaborates the etymology of thematic that is derived from Greek terms *tithenai* which means to locate. Whereas the textual meaning theme is the main point that the writer or the speaker wants to convey. The theme is often related with the topic because it exposes the

most important information that transferred by the speakers. The theme shows the aim, the dominant concept and the speaker intention within the discourse. Thus, to find the theme of the text, the researcher needs to understand the whole text. Each discourse/text has its own theme to represent what the speaker going to deliver to the addresses in public discourse. In order to get the correct understanding of the text, the researcher also obliged to know the social context that emerge the speeches.

2.1.2.1.2. Microstructure of the text

2.1.2.1.2.1. Syntaxes style

According to the result of several researches (Safitri; 2015, Suseno; 2016) that used Van Dijk theory. Syntaxes styles are used in politic manipulation by using sentence form through the use of active and passive sentence, coherence and pronoun. The use of coherence used by the speaker to give understanding to the audience about the idea that conveyed within the discourse. For example the use of conjunction 'therefore, the government persuaded employers to hire more minorities' can be implied that Immigrant have less job opportunities. Another element is a pronoun that used to manipulate language by creating imaginative community. Another example that oftentimes found as the result of Critical Discourse Analysis research is the pronoun 'us'. The speaker uses the pronoun 'us' to show where the position of the object is belongs to the community. There are some kinds of syntaxes style that need to be analyzed and explored by Critical Discourse Analysis researcher which are sentence form, cohesion and pronoun.

1. Sentence form

The analysis of sentence form divided into three parts of analysis that are persuasion, attribution and Impression management of discourse.

a. Persuasion

The form of persuasion sentence could be identified by the use of passive sentence in discourse, but need to be noticed that not all of the passive sentence has the aim to persuade the addressee. Another persuasion strategy is repetition which it could be an indication of the importance of the text because it will affect the hierarchical structuring of topical information. It often signalled by repeated information in discourse. Each text has its own aim to inform and meaning in the way the speaker deliver it, the persuasion used to know what exactly the thoughts are, how and where it represented. The use of persuasion not only appear in the repetition of the direct sentence but also can be noticed from the outline of the text. For instance when the speaker pointing out the same case but delivered text in a different way.

b. Impression Management

Some impression-management research deals with the discursive antecedents, such as the presence of positive self-description, or the performance of kind verbal acts, such as greetings or self-disclosure (Schneider, 1981: 112). This phenomenon encountered in interviews about minorities and political debate. The speaker often expresses moderate views, for example by avoiding delicate issues, for instance by withdrawing or changing the topic. However, a negative evaluation of the speaker does not always lead to less persuasion. This also

depends on the social characteristics of the speaker. people who are more credible or powerful, for example, because of knowledge or status, may be more aggressive in defending their points of view than less impressive speakers.

c. Attribution

Attribution as a form of excuse is part of strategies of positive selfpresentation such as in the analysis of conversation about minorities. The idea of
attribution also can be noticed by negative perception and representation of
another group of people. The way of doing attribution can be recognized trough
recall the past case that related to another group based on the speaker's knowledge
and perspective. Many experiments are based on information about action and
actors that is presented to experimental subjects in the form of discourse, for
example, stories (Hewstone 1983: 22). This self-serving aspect of attribution bias
not only holds for individuals but generally for group members, when they
explain negative actions or failures of other members in a situation of intergroup
conflict.

2. Cohesion

A paragraph has good cohesion when each sentence is clearly linked to the next. The use of sentences must be coherent in text and meaning. Cohesion as the part of Syntaxes structure in Critical Discourse Analysis has a function in case the correlation of each sentence in one paragraph. The term cohesion continuously related to the use of conjunction in the text. Conjunction used to unite two sentences or two paragraphs. The use of conjunction designated how speaker's shape mental model of their society. In Critical Discourse Analysis, the use of

conjunction must be noticed because it emphasizes the sentence before or the opposition of the first sentence.

Besides that, the use of conjunction is the key to analyze the cohesion in Critical Discourse Analysis, because each conjunction has its own function. The common coordinating conjunctions are: 'and', 'but', 'or', 'yet', 'nor'. There are also subordinating conjunctions. It establishes the relationship between a dependent clause and the rest of the sentence. A few common examples are: 'as', 'because', 'whereas', 'in order that', 'since', 'although'. The form of the sentence also must be considered in the analysis, the use of passive voice is the second key to understand the coherence in the text. The use of passive voice can determine the staging of the context of text itself, which sentence that placed as the object or subject of the sentence.

3. Pronoun

Pronoun is use to manipulate language by creating imaginative community. The pronoun refers to the people itself, people as members of the community and has its implicit meaning in it. The speaker uses a pronoun to show where the position of an individual or community for example, the pronoun 'us' and 'our' usually use for positive representation of the speaker's community. Another function of the pronoun is to show the social power and hegemony in the social structure. The pronoun 'I' and 'you' often times used to show the speaker's intention. The pronoun 'I' used as a personal attribute that shows the subjective approach of the speaker in speech, while 'you' could be influential pronoun to show the concern of the speaker towards the audience. (Memon 2014: 92).

2.1.2.1.2.2. Semantic style

Semantic always deal with meaning, Van Dijk recognizes the terms Semantic as the categorizing of local meaning; sentences, proportions that build particular meaning in a text- which called superstructure. Each sentence of each word proportion could be analyzed semantically. Deals with it, there are explicit and implicit meaning in discourse analysis. Semantics analysis aims to find the meaning of the text. The meaning of the text can be seen from the kind of semantic style which are background details and presupposition.

1. Background and details

Background refers to the additional information of each perception of the speaker. Backgrounds are able to influence the meaning of the text. The background that choose by the speaker determined the tendency of the speech.

2. Presupposition

The other device in microstructure is the use of presupposition. The presupposition is the statement of the speaker that requires or implying as an antecedent condition, and effect presupposes a cause (dictionary.com)

2.1.2.1.2.3. Stylistic Style

Stylistic style is the particular way of the speaker to convey their intention by using language as their tool. Stylistic included lexical choice, sentence form, figure of speech, rhyme that used by the speaker. According to Sujiman, lexical choice does not merely exist in a word, but also can be phrase or utterance to name a subject, object or situation (Alex Sobur, 2006: 117). In ethical news report, the press tends to use lexicon to show positive self-presentation and

negative other presentation. It influences the meaning of lexical choice that used by the author. Stylistic style has relation with the rhetoric that uses by the speaker particular style (metaphor, alliteration). The example of stylistic style can be seen through the use of word 'thug' that used rather than 'demonstrator' to express the author opinion, also the use of words 'black', 'West Indian', 'Asian' to refer people from their ancestors.

2.1.2.1.2.4. Rhetoric Style

Rhetoric is a way to persuade and strengthen the particular information that wants to be shown to the reader or hearer by using language style. The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, irony and metonymies. In textual analysis, the author expresses the things that would be stressed to the public, usually in form of graphic, pictures, raster or table to support or hidden another part to be shown. The author is not merely conveying the main information, but it shows the metaphor to ornate the text. It used as the main thought to support the particular idea to the public (Alex Sobur, 2006: 119).

2.1.2.1.3. Super structure of the text

2.1.2.1.3.1 Schemata

Schema or superstructures of the text is similar to the outline of the text. Most of the previous studies are analyzed the schema used the structure of headline, main topic, and then explain the event since most of them analyzed the news report. Whereas this research adopts the theory of Socio Cognitive Approach by Van Dijk to explore more the scheme of the speech. Although the

method of analysis is different, analyzing the schema of the speech has the same function as another text which is to establish the ideological implication of the news report.

2.1.3. Socio Cognitive Approach (SCA)

Van Dijk (1993: 96) argues that one of the vital fundamentals in the analysis using Socio Cognitive Approach is the affiliation between power and discourses in the prototype of the access to community discourses for different social groups. Thus Socio cognitive approach aimed to show the relationship between power and discourses. According to the result of the previous study (Memon 2014: 91) shown that there is an explicit manner how knowledge, attitudes, ideologies and social factors are involved in a discourse to make the social mind of an individual.

This Socio Cognitive approach follows two levels of analysis: macrostructure and microstructure since both the levels of structure are the part of socio cognitive approach in Critical Discourse Analysis. The micro level of the social context includes language use, verbal interaction and communication. Whereas power, dominance, inequality among different social groups belong to the macro level of analysis. The analysis of socio cognitive approach has two main part which is heading and Subheading.

The stages of analysis Socio cognitive approach of political speech are:

- Emotional attachment
- Mind control
- Mitigating evidence

- Glorification of the party and grasping the audience
- Contradiction
- Historical distortion
- Rhetoric art of speaking (persuasive strategies and the use of pronoun)
- Verbose style and subjective and firm approach
- Creating enemy images (negative self representation)

2.1.4. Discourse and Discrimination

This approach to social cognition and discourse analysis is particularly relevant in the analysis of Discrimination. In writing or speaking, in ethnic minorities, dominant group members may do several things (Van Dijk, 1987): (1) they express their personal experiences or opinions, as represented in their models of 'ethnic situations', for instance in stories about an event in their neighborhood, or an event they have seen on TV, or (2) they directly express more general ethnic opinions, e.g., 'Many of them are criminals', 'They cheat on social welfare', or 'They are always being helped by the authorities'. Typically, negative attitudes of specific ethnic minority groups often hold for minority groups. Not only what the speaker think about minorities, but also how the audience thinks about 'them' becomes a characteristic feature of social representations.

Here the researcher provides the table of Critical Discourse Analysis element and structure to make the easier understanding:

CDA structure	Aspect that observed	Element
Macro structure	Thematic (what the speaker said)	Topic
Micro Structure	Semantic (the meaning that intended in the text)	Background and detail, presupposition
Superstructure	Schemata (how the outline ordered)	SCA Approach
Micro Structure	Syntatic (how the real thought is delivered)	Sentence form, cohesion and pronoun
Micro Structure	Stylistic	Lexical choice and figure of speech
Micro Structure	Rhetoric(how the way speaker conduct the intention)	Hyperbole, Alliteration, Metaphor and Repetition

Tabel 1.1

Van Dijk's Critical Discourse Analysis Structure (Eriyanto 2001: 221)

CHAPTER III

RESEARCH METHOD

This chapter conducted to clarify the method of the research also the procedures of the analysis. There are main explanations about approach of the research. This chapter also elucidated how this research conducted and framed.

3.1 Research Design

In this study, the descriptive qualitative method was regarded as the proper approach in the process of analyzing the data. Litosseliti (2010:52) stated that qualitative research concerned with structures and patterns, and how something is. This qualitative approach elaborates both structure and pattern of analysis without considering how many particular characteristics or items. While descriptive research includes survey and fact-finding enquiries of different kinds (Kothari 2004: 3). The major purpose of descriptive research is a description of the state of affairs as it exists at present. Thus the descriptive was applicable to describe the qualitative approach. Whereas the researcher must be noticed that the main characteristic of this method is the researcher has no control over the variable and data.

The researcher analyzes the data of Critical Discourse Analysis use theory from Van Dijk (1997). The data was in the form of sentences, thus this study is classified as a descriptive qualitative. The data classified as the form of political

discourse which is taken by the researcher in order to reveal the macrostructure, microstructure and superstructure of the text.

3.2 Data and Data Source

The source of data of this research was the textual transcript of Donald J Trump's speeches. There are tree chosen Speeches of Donald J Trump entitled: Jerusalem as the Capital of Israel, issued on 6 th December 2017 with duration 12:21 minutes, National security & defense on 18 th December 2017 with duration 28:59 minutes. The last is Terrorism national security on 13 th June 2017 with duration 15:06 minutes. The script and the video of the data were taken from the official website of Donald J Trump in www.donaldjtrump.com on 29th January 2018.

The data of this research were in the form of clauses, phrases and sentences that uttered by Donald J Trump in the transcript of the Speeches. The researcher used the whole text to explore the linguistics features trough Critical Discourse Analysis theory. The first research question is discourse structure that takes several utterances since the researcher has to identify and classify each linguistics features that emerge in the speeches. Meanwhile, the data that needed for answering the second research question were the entire data since it explores the schema or the outline of Donald J Trump's speeches.

3.3 Data collection

3.3.1 Instrument

Creswell (2010: 261) defined the characteristics of qualitative method including the instrument that rationally used in this approach. The characteristic of qualitative approach divided into 8 categories which are natural setting, researcher as the key instrument, multiple sources of data, inductive data analysis, participant's meaning, emergent design, theoretical lens and interpretive (Creswell 2010: 262). Deal with it, the key instrument of this study is researcher herself, but the researcher also needs a supporting instrument for doing the analysis. The secondary instrument was notes, computer and the transcription and the video of Speeches of Donald J Trump

3.3.2 Technique of Data Collection

The researcher has taken some steps in collecting the data, as follows:

1. Finding the data

The data collection began with the searching of the video and textual transcript of the Speeches of Donald J Trump that taken from the official website of Donald J Trump in www.donaldjtrump.com. The textual data were needed for the research validity.

2. Watching and verifying the data

The next step of data collecting was watching the video to verify its transcription. This step did by the researcher to ensure the applicability of the text.

3. Categorize the data by highlighting

In this step, the researcher categorized the data which is in the form of script.

The categorization was divided into three types of analysis instead Macro

structure, Micro structure and Super structure of the text. In Macro structure the researcher categorized the data by highlighting and underlining the topic of the text. Whereas in Micro structure, the researcher categorized the data by underlining and coding it in the simplest abbreviation which are:

- a. Syntaxes structure
 - i. Sentence form : Persuasion (PERS)

Attribution (ATT)

Impression(IMP)

- ii. Cohesion (CH)
- iii. Pronoun (PRO)
- b. Semantic structure
 - i. Background and Detail (BD)
 - ii. Presupposition (PRES)
- c. Stylistic structure:
 - i. Lexical choice (LC)
 - ii. Figure of speech (F)
- d. Rhetoric Style
 - i. Hyperbole (HP)
 - ii. Alliteration (ALI)
 - iii. Metaphor (MP)
 - iv. Repetition and irony(RP)

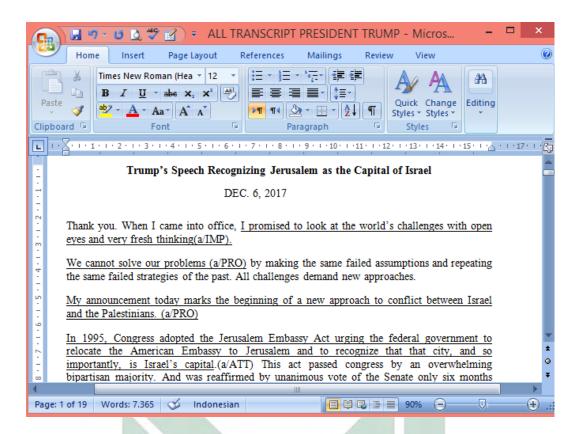


Figure 1.1

Example of categorizing the data by highlighting and coding

Based on the example of categorizing and coding the data, the researcher underlined and gives the code at the end of the textual data. The underline use to confine each data that taken to be analyzed.

3.4 Data Analysis

After gathering and collecting the data, the researcher did some steps to analyze the data as follows:

1. Classifying the data that have been collected

The first steps that did by the researcher is classified the data that have highlighted in the table in order to make the data easier to be analyzed. Since macro structure needs a whole text to be found because it was about the topic and theme of the discourse, so the researcher cannot categorize and classify the data. Then here the researcher only classified the data that use for analysis of microstructure because to found the linguistics element of the text, it has some variation of a data such as the element of syntactic structure, semantic structure and so on. The researcher has to checklist the table if in the data consist of those linguistics elements. The researcher classified the data that taken from the previous step which is the categorization of data to make the data arranged based on its type. Thus, for each type, the researcher made the table to classify it. There are two different kinds of the table in order to differentiate analyzing the structure of the text since Superstructure's classification need to emerge the data inside the table.

No	Code	Speech/para	Syntaxes			Rhetoric			Stylistic				
		graph/Line	PERS	ATT	IMP	СН	PRO	HP	AL	MP	RP	LC	F
									I				
1.	a/IMP	1/1/1			✓								
2.	a/PRO	1/2/1					✓						
3.	a/ATT	1/4/1		✓									
Total	1												

Table 1.2

Example of classifying the data of Micro structure

In this table, the data was not displayed since it have underlined and coded in the previous step. This table used by the researcher to ensure the total of expression in micro structure analysis. This step also needed to help the researcher arranged the data by its type in analysis steps.

Whereas for analyzing and classifying the Superstructure of the text, the researcher only classified each part of speech as the emotional attachment, mind control, mitigating evidence, glorification of the party and grasping the audience, contradiction, historical distortion, rhetoric art of speaking, verbose style and subjective and firm approach, creating enemy images such as follows:

	Speech	Categorization
1.	Thank you. When I came into office, I	Emotional Attachment
	promised to look at the world's challenges	
	with open eyes and very fresh thinking.	
2.	We cannot solve our problems by making the	Mind Control
	same failed assumptions and repeating the	
	same failed strategies of the past. All	
	challenges demand new approaches.	
3.	My announcement today marks the beginning	Mitigating Evidence
	of a new approach to conflict between Israel	
	and the Palestinians.	

Table 1.3

Example of classifying the data of Super structure

Thus according to that example, each speech classified in one table. There are three tables that differentiate the first speech, the second and the third speech.

2. Describing the data that have classified

Then the researcher has to describe each table by elaborating each table into narrative sentence form under the table of classification. The description of the data has to be explained briefly or the researcher needs to explain and list the linguistics features that consisted in the data.

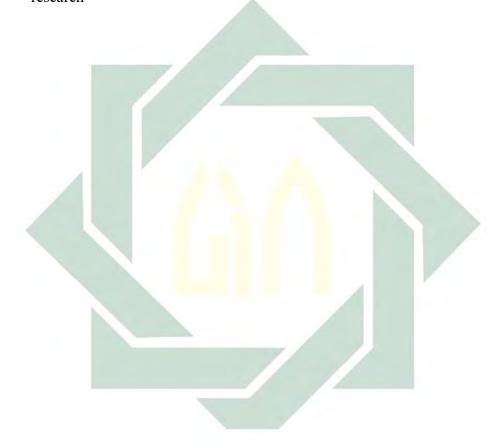
3. Analyzing the data

After classifying and describing the data, the researcher took the next step which is analyzing the data. There are two research questions that must be answered. Each question must be answered by the data analysis step.

- a. In the first research question, the researcher needs to analyze the CDA structures that emerge in the text which includes macrostructure and microstructure of the text. The researcher arranged the analysis based structure's type. The form was more specific than the description. So the first analysis was about the topic of each speech. Then the next analysis will be the clarifying of the Microstructure of the utterances of each data.
- b. The second research question is the elements of Socio Cognitive Approach that emerge in Donald J Trump's speeches. In this step, the researcher needs to interpret the data that have been analyze in the first research question then correlate it with the stages in Socio Cognitive Approach.

4. Make a conclusion

After doing the analysis, the researcher made the conclusion based on the analysis. This is the last step that did by the researcher to elaborate those two research question in the previous step. Here the researcher elaborates the result of the research clearly in order to give the conclusion of the research



CHAPTER IV

FINDINGS AND DISCUSSION

Since the researcher analyzes the speeches using three level of Critical Discourse Analysis which are macrostructure, superstructure and microstructure within discrimination as an issue. This chapter elaborates the findings and the discussion of the result.

4.1. Findings

There are two research questions that answered in this section. The first is the microstructures and macrostructures of Critical Discourse Analysis that reflected in Donald J Trump speeches, the second is the the elements of Socio Cognitive Approach that emerge in Donald J Trump's speeches. There are serial answer that serves to answer the first research question while the answer for the second question is elaborated by the element of Socio Cognitive Approach.

4.1.1. Macrostructures and Microstructures of Critical Discourse Analysis in Donald J Trump's Speeches

This section elaborates the finding of the Critical Discourse Analysis structure which includes macrostructure and microstructure. Macrostructure contains the thematic structures of the text, while microstructure of the text contains the linguistic feature of the text which are syntaxes structure, semantic structure, stylistic structure and rhetoric structure. The researcher found there are

totally 64 expressions that noticed as linguistics features from three chosen speeches of Donald J Trump speeches. From all those results, the syntaxes structures are frequently uttered by Donald J Trump which found 41 expression that includes 3 expressions of persuasion, 11 expressions of Attribution, 11 expressions of Impression management, 14 expressions of pronoun that represent power and unity. Meanwhile, rhetoric structures are found in 14 utterances which are 5 hyperbole utterances, 0 finding for alliteration utterance and 4 repetitions sentence structures. The last element of linguistics structure is stylistic structure that has 13 chosen lexical choice utterances, while figure of speech as the last element that occurs in stylistic structure did not found in the three chosen speeches. Moreover, there is another result that has an uncountable specification which is macrostructure of the text because each element has its own explanation and description based on the topic and theme of the speech.

4.1.1.1. Macrostructures of the text

Macrostructure element of the text is the fundamental element that needed to analyze the text. The basic concept of macrostructure is that this structure cannot be determined by each sentence but need to be explored in a whole understanding of the text in order to get the exact point that delivers by the speaker. In the analysis of macrostructure, there is main point that should be elaborated which is thematic structure of the text.

4.1.1.1. Thematic

Thematic analysis is the first analysis of Critical Discourse Analysis in Van Dijk's theory, there are two points that should be noticed in this stage of analysis; topic and theme of the discourse. After the understanding stages of discourse, here the researcher analyze each speech to reach the main topic and the theme. There is three chosen speech of Donald J Trump that explores which are; Jerusalem as the capital of Israel, terrorism national security, national security and defense.

First speech Jerusalem as the capital of Israel issued on 6th December 2017. This speech delivered the main theme Israeli glorification that makes this country deserve Jerusalem as the capital city which shown by the schema of this speech. The researcher found the topic that noticed in this speech which refers to this theme. The theme of the speech is supported by the topics that the speaker's uttered.

Israel is a sovereign nation with the right, like every other sovereign nation , to determine its own capital. Acknowledging this is a fact is a necessary condition for achieving peace. It was 70 years ago that the United States under President Truman recognized the state of Israel.

Ever since then, Israel has made its capital in the city of Jerusalem, the capital the Jewish people established in ancient times.

Today, Jerusalem is the seat of the modern Israeli government. It is the home of the Israeli Parliament, the Knesset, as well as the Israeli Supreme Court. It is the location of the official residence of the prime minister and the president. It is the headquarters of many government ministries.

The topic that supported the theme is the notoriety of Israel in Jerusalem. Those sentences can be recognized as the first sentence and the topic that going to deliver by the speaker because this uttered after the speaker's greeting. The speaker began the topic by recalling the past act toward Israel that done by the United States over 70 years ago before his administration. The speaker recognizes the legitimacy of the occupation of Israeli citizen in Jerusalem over 70 years by ignoring the fact that Jerusalem is legal dispute region. Then as the background and details, the speaker adds more information about Israel population and glorification in Jerusalem that has to be recognized.

Afterwards, the speaker continues to talk about the three religions that cannot be separated from Jerusalem and Israeli citizens that lived in. The speaker demonstrates his view by changing the political issue into religion issue. Such as the quotation of the speech below:

Jerusalem is today and must remain a place where Jews pray at the Western Wall, where Christians walk the stations of the cross, and where Muslims worship at Al Aqsa Mosque. However, through all of these years, presidents representing the United States have declined to officially recognize Jerusalem as Israel's capital. In fact, we have declined to acknowledge any Israeli capital at all.

Then going to the second speech, this speech has different issue which is about national defense and security of the United States. The topic of this speech is rebuilding the confidence and trustworthiness of American citizen. It shown that the speaker oftenly uses the linguistic feature that represents unity, such as

pronoun us, we, our and America. Donald J Trump also tries to persuade the audience about national security that he wants to handle for American fellow.

Throughout our history, the American people have always been the true source of American greatness. Our people have promoted our culture and promoted our values. Americans have fought and sacrificed on the battlefields all over the world.

Because of our people, America has been among the greatest forces for peace and justice in the history of the world. The American people are generous. You are determined, you are brave, you are strong, and you are wise.

From the quotation above, Donald J Trump tries to remain the greatness of America, he wants to rebuild the confidence of the American fellow from the fears and terrorism. Most all of the part of the speech, Donald Trump tries to involve emotional attachment use the past prosperity and power of America.

Furthermore, the topic of the last speech was to make Americans became aware of the enemies. This topic is shown by the representation of enemy that demonstrates by the speaker. According to the schema of the speech, Donald J Trump tries to create the enemy images trough the fact that most people are unaware of. Along with the speech, Donald Trump also persuades the addressee to be in accord with his argument by using the logical facts and emotional attachment.

The killer whose name I will not use, or ever say, was born to Afghan parents who immigrated to the United States...

Radical Islam is anti-woman, anti-gay and anti-American. I refuse to allow America to become a place where gay people, Christian people, and Jewish people, are the targets of persecution and intimidation by Radical Islamic preachers of hate and violence...

The male shooter in San Bernardino – again, whose name I won't mention – was the child of immigrants from Pakistan... programs.

Hillary Clinton says the solution is to ban guns. Her plan is to disarm law-abiding Americans, abolishing the 2nd amendment, and leaving only the bad guys and terrorists with guns. She wants to take away Americans' guns, then admit the very people who want to slaughter us...

Donald Trump in this speech tries to deliver to the addressee that there are a lot of enemies that need to be careful of. In the schema of the speech, Donald Trump defines the enemies as the killer, radical Islam, the male shooter. Those words are chosen to represent the negative representation of the enemies. Trump also utters the negative self representation of Hillary Clinton that wants to America keep the unity with the Muslim and Islam. From all those sentences, Trump intends to bring the addressee into the logical fact through their negative experience of terrorism.

4.1.1.2. Microstructure of the text

In this section of finding, the researcher elaborates the linguistics features that use by the speaker to manipulate his language. There are four types of structure as the main part which are syntaxes structure, stylistic structure, semantic structure and rhetoric structure. The researcher found that the speaker manipulates his language in the first speech to persuade the addressee and rectify his decision to recognize Jerusalem as the capital city of Israel. In the second speech, the result showed that the speaker often uses the linguistic feature that represents unity, such as pronoun us, we, our and America. Meanwhile, the last speech indicates the attribution toward the enemy which is radical Islamic terrorism and Hillary's judgment about terrorism in the United States.

4.1.1.2.1. Syntaxes style

The analysis of the microstructure stage started with syntaxes style analysis which has four main contents those are persuasion, attribution, impression, cohesion and pronoun. The types of structure elaborated syntactically, which means the researcher needs to be focused on the sentences without considering another social content and context that occurred behind the case. In this present study, the researcher found 41 utterances that deliver by the speaker to convey his idea toward the addressee that can be included in syntactical analysis. There are totally 3 persuasion utterances, 11 attribution sentences, 10 utterances that indicate impression management, 3 cohesion and 14 pronouns.

4.1.1.2.1.1. Persuasion

Persuasion deals with the persuasive strategies used by the speaker. The researcher found that Donald J Trump tends to use persuasive strategies for each plan and argument. The persuasion is done by the speaker has its own background and details also the context. Some persuasion that uttered is mostly emotional persuasion that delivered by recall the past event, such as the first data below:

Data 1

Yet, for over 20 years, every previous American president has exercised the law's waiver, refusing to move the U.S. Embassy to Jerusalem or to recognize Jerusalem as Israel's capital city. Presidents issued these waivers under the belief that delaying the recognition of Jerusalem would advance the cause of peace. Some say they lacked courage but they made their best judgments based on facts as they understood them at the time. Nevertheless, the record is in.

After more than two decades of waivers, we are no closer to a lasting peace agreement between Israel and the Palestinians.

It would be folly to assume that repeating the exact same formula would now produce a different or better result. (a/PERS- 1/7/1)

In the first data, the indication of persuasive strategies can be found in the context of the sentence. The speaker tries to persuade the addressee by recall the past even that has been done by their previous president. In this stage, the speaker tries to deliver the persuasive strategies by mentioning the fact that has not known by the addressee to convey their logical thought. Then in the last of the sentence, the speaker defends his idea by using direct sentence 'It would be folly to assume that repeating the exact same formula would now produce a different or better result' for ensure the addressee about his final decision to change the strategies of peace agreement between Israel and Palestinians.

Data 2

So today we call for calm, for moderation, and for the voices of tolerance to prevail over the purveyors of hate. (a/PERS-1/10/3)

The second persuasive strategies that found in the first speech is the repeating the same word in discourse. The other way that used by the speaker to persuade the addressee is by repeating the similar idea that has mentioned before. The first statement the speaker use word 'calm' then continued with 'moderation' and then 'the vices of tolerance' which actually has the same positive idea The speaker uses this kind of persuasive strategies to appeal audience's emotion. This persuasive strategy is not based on proof, but on the emotions that a person feels.

Often this can be a more effective approach for the population as a whole because people can often be governed by their emotions more than by their minds.

Data 3

This strategy recognizes that, whether we like it or not, we are engaged in a new era of competition. We accept that vigorous military, economic, and political contests are now playing out all around the world.

We face rogue regimes that threaten the United States and our allies. We face terrorist organizations, transnational criminal networks, and others who spread violence and evil around the globe.

We also face rival powers, Russia and China, that seek to challenge American influence, values, and wealth. We will attempt to build a great partnership with those and other countries, but in a manner that always protects our national interest.(a/PRO- 2/35-37/1)

The last persuasive strategy found in the second speech is about national defense. This persuasion is similar to the previous persuasion which is repeating the similar idea that has mentioned before to get the audience emotional involvement. The speaker uses the past facts that have been through by America to get the sympathy and understanding from the addressee to get his argument. There is repeating word 'we' at each beginning of the line of speech has the function as the unity that the speaker wants to show. The pronoun 'we' refers to the speaker himself and all of the audience, which means they had the same history and feeling to share. Based on previous analysis, this kind of persuasion is not based on proof and scientific method, but on the emotions that a person feels by experiencing the past event. In this persuasion, the speaker tries to build the

confidence and trust of the audience that he will rebuild America and America and its history can be great again.

4.1.1.2.1.6. Impression Management

Impression management simply can be identified as the positive self representation. The impression management usually is shown by the speaker to take the trust and influenced the audience to agree with the speaker's argument. The speaker often expressed moderate views by avoiding delicate issues, for instance by withdrawing or changing the topic. The researcher found there are totally 10 expressions of impression management that uttered by Donald Trump. Some expression has the similar function which is positive self representation. Go along with it, the speaker used the pronoun 'I' to show the power within the positive self representation. There is 4 analysis that included in this part since 6 of them has the similar meaning and function as a positive self representation of the speaker.

Data 4

Thank you. When I came into office, I promised to look at the world's challenges with open eyes and very fresh thinking.

We cannot solve our problems by making the same failed assumptions and repeating the same failed strategies of the past. All challenges demand new approaches. (a/IMP- 1/1/1)

The sentence above can occur in the expression of impression management since it occurred in the first thing that the speaker said after his greeting as the first impression that conveyed to the addressee. Donald Trump starts the speech with the thankful for the audience to build the first impression. He also uses the

pronoun 'I' to show his power. Then he continued with the sentence 'When I came into office, I promised to look at the world's challenges with open eyes and very fresh thinking' which means that he would like to be better and better person for everyone when he inaugurated as the president. This sentence uttered to give the audience trust him and his power.

Data 5

Some say they lacked courage but they made their best judgments based on facts as they understood them at the time. Nevertheless, the record is in. After more than two decades of waivers, we are no closer to a lasting peace agreement between Israel and the Palestinians. (a/IMP- 1/6/1)

The next impression management that uttered by Donald J Trump has the different way of delivering with the previous data. Another way to impress the addressee that used by Donald J Trump is the way he defends his argument. After explaining the probability of the previous president to choose their judgments he related it with his own point of view 'After more than two decades of waivers, we are no closer to a lasting peace agreement between Israel and the Palestinians' which means that he would be wiser than the previous president by choosing another judgment of Israel and Palestine.

Data 6

Jerusalem is not just the heart of three great religions, but it is now also the heart of one of the most successful democracies in the world.

through all of these years, presidents representing the United States have declined to officially recognize Jerusalem as Israel's capital. In fact, we have declined to acknowledge any Israeli capital at all. (a/IMP- 1/14/1)

The impression management above expresses moderate views, to avoiding delicate issues. Trump avoids talking about Palestine by withdrawing or changing

the topic after talking about the identity of Jerusalem and its religion that exist in this town. Donald J Trump only considering and talking about Israel condition.

Data 7

This is nothing more or less than a recognition of reality. It is also the right thing to do. It's something that has to be done. (a/IMP- 1/16/3)

This will immediately begin the process of hiring architects, engineers and planners so that a new embassy, when completed, will be a magnificent tribute to peace. (a/IMP- 1/17/2)

I intend to do everything in my power to help forge such an agreement. (a/IMP - 1/18/3)

At the beginning of the sentence, Trump repeated the same information through the sentence 'It is also the right thing to do. It's something that has to be done' to emphasize his final judgment for Israel and Palestine. Trump also uses the word 'thing, something' to represent his judgment to defend his argument also to clarify which one is the right 'thing' and the wrong one. In the last sentence 'I intend to do everything in my power to help forge such an agreement' uses to impress the audience toward his power. The most possible reason the speaker uses the power to show his impression management because most of the people respond favourably to those they think are in power.

4.1.1.2.1.7. Attribution

The way of doing attribution can be recognized trough recall the past case that related to another group based on the speaker's knowledge and perspective. This self-serving aspect of attribution bias not only holds for individuals but more generally also for group members, when they explained negative actions or

failures of other in group members in a situation of intergroup conflict. There are 4 chosen data that combined as two analysis that includes in this part since another 7 of them has the similar meaning and function as a positive self representation of the speaker

Data 8

In 1995, Congress adopted the Jerusalem Embassy Act urging the federal government to relocate the American Embassy to Jerusalem and to recognize that that city, and so importantly, is Israel's capital. (a/ATT-1/4/1)

Yet, for over 20 years, every previous American president has exercised the law's waiver, refusing to move the U.S. Embassy to Jerusalem or to recognize Jerusalem as Israel's capital city. (a/ATT- 1/5/1)

Self attribution that emerges in Donald Trump's speeches was found in the first speech. Before elucidating his argument, Donald Trump delivered the past event to remain the audience about the previous agreement of the United States government toward Israel. Then Donald Trump continuing with the persuasive expression to emerge the attribution through the sentence 'Yet, for over 20 years, every previous American president has exercised the law's waiver, refusing to move the U.S. Embassy to Jerusalem or to recognize Jerusalem as Israel's capital city' which means that he is the only leader that takes the commitment over 20 years passed. The speaker chooses to talk about the past unrealized agreement to showed the addressee the negative representation of the previous president. Then relate it with his judgment to realize an old agreement between the United States and Israel. This act obviously did not affect the Americans citizen but trough

those sentences above the speaker wants to attract the addressee's shipmates by mentioning the act that never been realized by the previous president.

Data 9

This was going to be a speech on Hillary Clinton and how bad a President, especially in these times of Radical Islamic Terrorism, she would be.

Even her former Secret Service Agent, who has seen her under pressure and in times of stress, has stated that she lacks the temperament and integrity to be president.(a/ATT- 3/2-3/1)

Hillary Clinton can never claim to be a friend of the gay community as long as she continues to support immigration policies that bring Islamic extremists to our country who suppress women, gays and anyone who doesn't share their views.(a/ATT-3/90/1)

Hence, another way to emerge self attribution is to use the negative perception of a certain group or another people. Donald J Trump tries to creating Hillary's images among the addressee trough the word 'Hillary Clinton and how bad a President, especially in these times of Radical Islamic Terrorism, she would be'. Donald Trump clearly stated that Hillary Clinton can be a bad president for the United States. This sentence implied as self attribution to show that he has been being the good man and can be a good president by taking another way of national security. Furthermore, Trump also described Hillary Clinton in another negative way such as 'lacks of temperament and integrity'. From all those sentences Hillary Clinton identified as the bad and has a negative self representation toward American citizen. On the contrary with it, Donald Trump being the one who has the positive self attribution because he creates the bad images of his enemy.

4.1.1.2.1.8. Cohesion

The next stage to analyze is the use of conjunction in Donald Trump speeches. The researcher elaborates on the use of conjunction through the transition of the exact topic that uses by the speaker. Van Dijk (1980:40) explained that the transition of changing topic in one paragraph should have the orientation of initial topic. The cohesion can correctly found the illustration of the point by taking a 'text' which exhibits the usual conditional relations, and even other relations of local coherence.

Data 10

I reaffirm my administration's longstanding commitment to a future of peace and security for the region. There will, of course, be disagreement and dissent regarding this announcement. But we are confident that ultimately, as we work through these disagreements, we will arrive at a peace and a place far greater in understanding and cooperation. This sacred city should call forth the best in humanity...

So today, let us rededicate ourselves to a path of mutual understanding and respect. Let us rethink old assumptions and open our hearts and minds to possible and possibilities.

And finally (a/CH), I ask the leaders of the region political and religious, Israeli and Palestinian, Jewish and Christian and Muslim to join us in the noble quest for lasting peace. Thank you. God bless you. God bless Israel. God bless the Palestinians and God bless the United States.

Based on those sentences, the researcher noticed that those sentences have no transition for each topic. It jumps from one topic to another without any orientation except for linear and pairwise connections between the facts. In the first sentence, Donald Trump talks about the final judgment of peace agreement between Israel and Palestine that take by United States Administration. It can be seen through the sentence 'my administration's longstanding commitment to a

future of peace and security for the region'. So in another statement thus sentence implied as the declaration of the government of the United States about the peace agreement, then it means the initial topic is about a political issue. But in the last sentence, Trump avoid to continue about the political issue using conjunction 'finally' then he continued with another issue trough sentence 'I ask the leaders of the region political and religious, Israeli and Palestinian, Jewish and Christian and Muslim'. It clearly identified that Trump tries to switch the initial topic which is a political issue in religion issue, it was the cause of the incoherencies of the speech.

Data 11

A radical Islamic terrorist targeted the nightclub not only because he wanted to kill Americans, but in order to execute gay and lesbian citizens because of their sexual orientation. (a/CH- 3/13/1)

The next coherence analysis deals with the use of conjunction 'not only' and 'but' that aimed to create the bad images of Islamic radical terrorist. The conjunction 'not only' and 'but' has the function to addition and emphasis. At the beginning of the sentence, Trump uses 'Radical Islamic terrorist' as the subject to represent the terrorist in America then he continues the sentence 'not only because he wanted to kill Americans, but in order to execute gay and lesbian citizens because of their sexual orientation'. Trump tries to defend his argument using two conjunctions to emphasis his logical thought. In three chosen speech, trump intend to use the conjunction to defend his point of view, in another hand, Trump has the incoherence sentence to avoid certain issue to get wider.

4.1.1.2.1.9. Pronoun

Each pronoun uses to refer the people itself and has implicit meaning on it. The use of pronoun can be noticed as the strategies of the speaker to manipulate language by creating an imaginative community such as unity and equality. Another function of the pronoun is to show the social power and hegemony in the social structure (Memon 2014: 92). In this analysis, the researcher found 14 pronouns that have the implicit meaning according to its context.

Data 12

We cannot solve our problems (a/PRO- 1/8/1) by making the same failed assumptions and repeating the same failed strategies of the past.

The underlined pronoun above has the function as the equality between the speaker and the addressee, between president and citizen. Donald Trump uses pronoun 'we' to make the addressee feels the equality, feels that they can share any problem with their president. It also indicates that the citizen has the opportunity to have the role of the administration's strategies.

Data 13

Today, I am delivering. I've judged this course of action. (a/PRO-1/19/1)

<u>I also want to make one point very clear (a/PRO)</u>. <u>We (a/PRO)</u> want an agreement that is a great deal for the Israelis and a great deal for the Palestinians. <u>We (a/PRO-</u> 1/19/1) are not taking a position of any final status issues

The most frequently uttered pronoun is 'I' which has the categorical meaning to represent the power of the speaker. The sentence 'I am delivering. I've

Judged this course of action' reflect the power that appears. Based on its context, Trump wants to show that he has been made the decision for Israel and Palestine. As the leader that take control of any decision. Then the pronoun 'we' in the next sentence has the similar function as the previous explanation which is to make the addressee feels the equality. The sentence 'We want an agreement that is a great deal for the Israelis and a great deal for the Palestinians' has the pronoun we that refers to the President himself and the American Fellow, Israelis and Palestinians. Trump chooses the pronoun 'we' because he wants to show to the audience that his judgment is what the people want, his judgment is not for him but for all of the people that connected into this case.

Data 14

So today, let us rededicate ourselves to a path of mutual understanding and respect. Let us (a/PRO-1/28/1) rethink old assumptions and open our hearts

Then another pronoun that symbolizes the unity and equality between the speaker and addressee is pronoun 'us'. The pronoun 'us' has the positive representation for both speaker and addressee, this pronoun use for the emotional attachment of the addressee. The pronoun 'us' determined that the speaker identified the addressee in the same unity same nationality, share the same history and share the same thought. The positive influential word such as 'rededicate ourselves' and 'rethink old assumptions' intended to attract the emotional involvement of the addressee. Then another pronoun that included in this data is 'our'. The possessive pronoun 'our' used to show where the position of an

individual or community (Memon 2014: 92). The speaker uses the possessive pronoun 'our' as the positive strategies. It also has the function to delicate the addressee by using their faith to appeal them, and to the speaker's argument.

Data 15

They (a/PRO) neglected a nuclear menace in North Korea; made a disastrous, weak, and incomprehensibly bad deal with Iran; and allowed terrorists such as ISIS to gain control of vast parts of territory all across the Middle East. (b/BD) They put American energy under lock and key. They imposed punishing regulations and crippling taxes. They(a/PRO) surrendered our sovereignty to foreign bureaucrats in faraway and distant capitals. (2/34/1)

This is the last kind of pronoun used by Donald Trump to enhance the people agreeableness toward his argument and thought. In the other hand, the pronoun 'they' is used by Trump to demonstrate the negative description toward the previous president. Trump repeats the irony and the failure of the past by using the pronoun 'they'. The use of the pronoun 'they' noticed that the speaker shows the differentiation since 'they' means another group of people which has the different orientation with the speaker.

Trough those sentences the negative word representation such as 'made a disastrous, weak' and 'imposed punishing regulations and crippling taxes' Trump tries to establish the past failure that has not recognized by the addressee into his perception. Then to defends his argument and point of view he continued with 'They surrendered our sovereignty to foreign bureaucrats'. In all those sentences Trump intends to put the blame of the United States failure toward the entire previous president before him.

4.1.1.2.2. Semantic style

There are explicit and implicit meanings in discourse analysis, semantics analysis aimed to find the meaning of the text in semantic style analysis. There are two main points that elaborated which are background and detail and presupposition. The meaning of the text can be seen from the kind of semantic style which is background details and presupposition.

4.1.1.2.3.2. Background and details

Background refers to the additional information of each perception of the speaker. Backgrounds are able to influence the tendencies of the text. While detail refers to the statement after the background emerged. The researcher found that Donald J Trump uses background and detail to defend his argument in order to make the addressee trust his judgment and the fact that he has been clarifying.

Data 16

Our leaders engaged in nation-building abroad, while they failed to build up and replenish our nation at home.(a/ATT) They undercut and shortchanged our men and women in uniform with inadequate resources, unstable funding, and unclear missions. They failed to insist that our often very wealthy allies pay their fair share for defense, putting a massive and unfair burden on the U.S. taxpayer and our great U.S. military.(b/BD)

The paragraph above shows the background and details that the speaker utters to clarify self attribution of his arguments about their previous leader. Trump uses Irony to describe the previous leader such as 'engaged in nation-building abroad, while they failed to build up and replenish our nation'. Thus, to support his statement about past failure that was done by the previous leader, Trump gives the background and detail. As follow the initial sentence, the background and details are elaborated using negative perception word

representation such as 'inadequate' 'unstable' 'unclear'. Those negative word representations easily will influence the addresses that have not known the background and the fact before. Additionally, in order to persuade the addressee toward his attribution, Trump uses background and detail to make the first point get wider. Moreover, the background and detail that use by Trump to express his disappointment of the past failure have the main aimed to give the negative representation of the previous president. This strategy oftenly used by Trump to impress the addressee toward his action and regulation.

4.1.1.2.3.3. Presupposition

The other notion in microstructure after background and detail is the use of presupposition. In this stage of analysis, the researcher explored the staging of each presupposition. The researcher found two utterances in Donald J Trump's speeches that can imply another tendency of the meaning.

Data 17

In addition, our strategy calls for us to confront, discredit, and defeat radical Islamic terrorism and ideology and to prevent it from spreading into the United States(a/PRES). And we will develop new ways to counter those who use new domains, such as cyber and social media, to attack our nation or threaten our society.

The researcher found the tendencies of the staging in the sentence above. The speaker gives the tendencies in the first sentence through the use of provocative words such as 'confront', 'discredit' and 'defeat' to provoke the addressee. The first sentence has the aim to remain the audience or addressee that the big enemy of United States is radical Islamic terrorism. Trough the first sentence Trump also proclaimed to the citizen of the United States to confront

terrorism. While in the next sentence Trump stated 'we will develop new ways to counter ... our nation or threaten our society', this sentence intentionally placed as the last word because Trump wants to enhance the confrontation toward terrorism. Thus, the initial topic of the second sentence is about the 'develop new ways to counter those who use new domains ... to attack our nation or threaten our society'. Here Trump ignores the fact that the 'society' also includes Muslims and Islam believer. There is improper National Strategies that enhance by Donald Trump since the Muslim society that lived in the United States are take the blame for the fault and failure that they have never done. On the contrary with it, rather than solve the intern conflict between the Americans who put the blame to the Muslims community that has no interfere on terrorism, Trump precisely tries to solve the external conflict that have not come yet.

4.1.2.2.3. Stylistic Style

In this Stylistic style analysis includes lexical choice and figure of speech that is used by the speaker. Some lexicon is used to show positive self presentation and negative other presentation which influence the self judgment of the addressee toward the speaker. While the figure of speech is used to manipulate the real meaning that the speaker wants to convey. Thus, this subsection only had the lexical choice section to be elaborated since there is 0 result for the use of figure of speech.

4.1.2.2.3.1.Lexical choice (LC)

Lexical choice does not merely exist in word, but also can be a phrase or utterance to name a subject, object or situation (Alex Sobur, 2006: 117). The

researcher found that the use of lexical choice oftenly represent the negative self perception that described by Donald J Trump.

Data 18

I repeat the message I delivered at the historic and extraordinary summit in Saudi Arabia earlier this year: The Middle East is a region rich with culture, spirit, and history. Its people are brilliant, proud and diverse. Vibrant and strong.

But the incredible future awaiting this region is held at bay by bloodshed, ignorance and terror.(c/LC-1/25/1)

According to the context, the region is referred to the Middle East. Trump uses the word 'rich with culture, spirit and history' to represent the greatness of the Middle East. In contrary with it, Trump selected the words 'bloodshed', 'ignorance' and 'terror' to represent the frightening possibilities of the future of the Middle East. Thus, the lexicon that chosen by the speaker to deliver his speech has the aim to remain the American fellow that the greatness of the country can be destroyed by terror. Here Trump tries to show the aphorism to provocate American fellow to prevent the misery future that may happen to the United States. Trough aphorism and the bad words such as 'bloodshed' Trump tries to build the nationalism toward American fellow to prevent their own country from terror.

Data 19

The killer (c/LC-2/33/1), whose name I will not use, or ever say, was born to Afghan parents who immigrated to the United States

In the next lexical choice, Trump gives the bad and misery images of the fact to provoke the addressee. It can be seen through the use of the word 'the

killer' rather than 'the doer of bombing' to express his argument. This lexical choice has the similar aim and function with the analysis before. Trump tries to build nationalism of American fellow by selected the bad words to provoke them.

Data 20

Altogether, under the Clinton plan, you'd be admitting hundreds of thousands of refugees from the Middle East with no system to vet them, or to prevent the radicalization of their children.

The burden is on Hillary Clinton to tell us why she believes immigration from these <u>dangerous countries</u> (c/LC- 2/43/1) should be increased without any effective system to screen who we are bringing in.

Based on the context that showed in the paragraph above, the lexical choice 'dangerous country' use as the pronoun of Middle East country. Trump selected the bad words to represent the negative self perspective toward Middle East country. This is one of the explanations of his argument to prevent the United States from terrorism. Related with it, the Middle East as the identity of many Muslims lived and migrate into the United States. The term 'dangerous' use since the doer of bombing and terrorism is Muslim. Here, Trump tries to defend his argument for National Security of United States, the administration needs to carefully choose the right judgment which is limited the refugees from the Middle East.

4.1.2.2.4. Rhetoric Style

In this stage of analysis, the researcher got 0 result in the use of metaphor, and alliteration. Thus there are only two parts of analysis which are hyperbole and repetition and irony.

4.1.2.2.4.1.Hyperbole

Hyperbole is the kind of expression about fact that Donald Trump only uses a few utterances of hyperbole, these are the explanation;

Data 21

Our leaders in Washington negotiated disastrous trade deals that brought massive profits to many foreign nations, <u>but sent thousands of American factories</u>, and millions of American jobs, to those other countries. (a/HP-2/21-24/1)

The use of word 'thousands' and 'millions' are regarded as the use of hyperbole in language. The meaning of those words deals with the quantity of the job that lost in the past event based on the speaker's argument. This use of quantity is to symbolize the 'great amount' that can be representing trough the word 'thousands and millions'.

4.1.2.2.4.2. Repetition and irony

The use of repetition and irony mostly targeted to provoke and persuade the addressee to going along with the speaker's argument. Some repetition and irony were uttered in a high level of sound by the speaker to build up the emotion of the addressee. The strategies of using repetition and irony are mostly used the citizen involvement and emotional attachment of the addressee.

Data 22

A nation without borders is not a nation. (Applause.)

A nation that does not protect prosperity at home cannot protect its interests abroad.

A nation that is not prepared to win a war is a nation not capable of preventing a war.

A nation that is not proud of its history cannot be confident in its future.

And a nation that is not certain of its values cannot summon the will to defend them.(d/RP-3/78/1)

The repetition that uttered by Donald J Trump aimed to provoke the citizen of the United States to in concurrence toward him in his judgment of national security and defense. Go along with the topic of the speech that has been analyzed before, which is rebuilding the confidence and trustworthiness of American citizen. Trump tries to awaken the spirit of American fellow to not feel insecure or scared to live in their own country anymore. This part of speech delivered by Trump after he stated his plans for the national security. The irony that uses in each sentence such as 'A nation without borders' or 'A nation that does not protect prosperity' is the irony of the United States that exclaimed by Donald Trump. This irony has the function as the positive impression of Donald Trump since he demonstrates the new national security as the solution of each irony that he mentioned.

Data 23

It is a strike at the heart and soul of who we are as a nation.

It is an assault on the ability of free people to live their lives, love who they want and express their identity.

It is an attack on the right of every single American to live in peace and safety in their own country. (d/RP- 3/14-16/1)

The next repetition and irony found in the same speech which has the same aimed to be uttered. In this paragraph of irony, Trump has another issue which represents by sentence 'attack on the right of every single American to live in peace and safety in their own country'. The irony that mentioned by Trump is about the terror that happens in United States. Trump uses the emotional attachment of the addressee to rebuild their confidence and discard their past fearfulness.

4.1.3. The elements of Socio Cognitive Approach that emerge in Donald J Trump's speeches

4.1.2.1 Super structure of the text

4.1.2.1.1. Schemata

Schema or superstructures of the text can be identified as the outline of the text. Since this research adopts the theory of Socio Cognitive Approach, the researcher served table to make the point of each speech clearer and consecutive.

4.1.2.1.2. Socio Cognitive Approach (SCA)

This Socio Cognitive Approach followed two levels of analysis: macro and micro structure since both the levels of structure are the part of socio cognitive approach in Critical Discourse Analysis. The micro level of the social context includes language use, verbal interaction and communication. Whereas power, dominance and inequality among different social groups belong to the macro level of analysis. The analysis of socio cognitive approach has some parts which are

emotional attachment, mind control, mitigating evidence, glorification, creating enemy images and rhetoric art of speaking, building argument as the miseries of the past and creating enemy images. Meanwhile, not all of the speeches are contained all of the parts of SCA. The analysis of SCA of each speech elaborated as follows:

Speech	Categorization		
Thank you When I came into office	Emotional Attachment		
fresh thinking.			
We cannot solve new approaches.	Mind Control		
My announcement today	Mitigating Evidence		
Palestinians.			
Jerusalem is not just Israeli capital at	Glorification of Israel		
all.			
But today we finally has to be done.			
The Middle and strong.	Creating Enemy Images		
Dut the inequalible and terms			
But the incredible and terror.			
It is time for the many beautiful	Rhetoric Art of Speaking		
future.	Tanatana Tiny at Speaking		
1000101			

Table 1.4

Schema of first speech: Trump's Speech Recognizing Jerusalem as the Capital of Israel

The schema of the first speech is consisting of emotional attachment, mind control, mitigating evidence, glorification, creating enemy images and rhetoric art of speaking. The emotional attachment begins with the greeting then it follows by mind control of the addressee. Mind control of the speech begins by recalling the past evidence of Israel and Palestine. In the mind control stages, the speaker tries

to control the attention and minds of the audience by quoting the example from the past that most people are unaware of the facts.

In 1995, Congress adopted the Jerusalem Embassy Act urging the federal government to relocate the American Embassy to Jerusalem and to recognize that that city, and so importantly, is Israel's capital.(a/ATT) This act passed congress by an overwhelming bipartisan majority. And was reaffirmed by unanimous vote of the Senate only six months ago.

Yet, for over 20 years, every previous American president has exercised the law's waiver, refusing to move the U.S. Embassy to Jerusalem or to recognize Jerusalem as Israel's capital city.

In this stage of schemata, Donald Trump tries to attract people attention by recall the history of Jerussalem since 1995. It is about the past agreement of the United States administration to move the U.S. Embassy to Jerusalem and recognize the Jerusalem as the capital city of Israel that have not done yet until now. After talking about the past event that unresolved then the speaker going to the next stage of schemata which is mitigating evidence. This stage can be identified when the speaker tries to giving new hopes and the speaker put himself into it.

Therefore, I have determined that it is time to officially recognize Jerusalem as the capital of Israel.

While previous presidents have made this a major campaign promise, they failed to deliver.

In this stage, Trump started to elucidate his final judgment toward peace between Israel and Palestina. Go along with it, Trump demonstrates about Jerusalem and its history. Then the next section of schemata that occurred, is glorification of Israel. It can be proven as follows:

Israel is a sovereign nation with the right, like every other sovereign nation.

Today, Jerusalem is the seat of the modern Israeli government. It is the home of the Israeli Parliament, the Knesset, as well as the Israeli Supreme Court. It is the location of the official residence of the prime minister and the president. It is the headquarters of many government ministries.

Trough those sentences, the initial topic that wants to deliver by Donald Trump is about the right that needs to give to Israel to get the Jerusalem as the capital city. After that, the next process in the first speech is Creating Enemy Images. In this section, the speaker starts to utter his argumentations where the positive self representation and the negative representation of another group is stated.

I delivered at the historic and extraordinary summit in Saudi Arabia earlier this year: The Middle East is a region rich with culture, spirit, and history. Its people are brilliant, proud and diverse. Vibrant and strong.

But the incredible future awaiting this region is held at bay by bloodshed, ignorance and terror.

Here the negative representation pointed at Middle East civilization. Trump recognizes the future of the Middle East as 'bloodshed, ignorance and terror'. Meanwhile, the researcher found that the strategies of creating enemy images used by Trump to provoke American fellow to prevent the misery future that may happen to the United States. Then going to the next stages, Trump used the rhetoric art of speaking that emerges at the end of the speech. The rhetoric art of speaking that use by Donald Trump at the end of his speech is persuasive strategies.

The second speech has 6 parts of schemata which are mind control, emotional attachment, mitigating evidence, building argument as the miseries of the past, glorification and rhetoric art of speaking such as arranged in the table below:

Speech	Categorization
Thank you with us today.	Emotional Attachment
I also want to thank thank you.	
In addition, Thank you. Thank you.	
Let me begin the United States.	
We're here in the years ahead.	
Over the past American people.	
But to seize to those other countries.	Mind Control
Our leadersU.S. military.	
They neglected Middle East.	
They put American distant capitals.	
And over to pick up the tab.	
But last year, destiny.	Mitigating Evidence
On January 20th, America is coming	
back strong.	
Upon my America first.	
We are rebuilding head-on.	
We are once again dearly deserve.	
We have with drawn trading abuse.	
We have established each month.	
To counter Iran Congress.	
Following my trip Great job	
Our campaign of We have no	Building Argument as the Miseries of
choice.	the past
At home since my election.	
We have cut 22 regulations	Glorification
resources.	
As the world watches Thank you.	
And we are seeing greatest weapons.	
Optimism has surged fundamental	
truths	
As an example, to work.	
A nation to defend them.	Rhetoric Art of Speaking
But while we seek Thank you.	

Table 1.5

Schema of second speech: National Security & Defense

The schema of the second speech similar with the first speech since it also began with the emotional attachment toward the addressee. The emotional attachments began with the greeting. The greeting in this speech is longer than the previous speech. Then the issue that chooses to attract the emotional attachment of the addressee is the expression of the sympathies for the victims of the train derailment in Washington State. Then the mind control that expressed by Donald Trump began with the persuasive sentence by recalled the past and elaborated his argument on it. Such as the evidence below:

But to seize the opportunities of the future, we must first understand the failures of the past. For many years, our citizens watched as Washington politicians presided over one disappointment after another. To many of our leaders — so many who forgot whose voices they were to respect and whose interests they were supposed to defend

Then the next stage is mitigating evidence. Similar to the previous speech, after recognizing the past event that unresolved, trump tries to giving new hopes and put himself into it.

Upon my inauguration, I announced that the United States would return to a simple principle.

We are rebuilding our nation, our confidence, and our(a/PRO) standing in the world. We have moved swiftly to confront our challenges, and we have confronted them head-on

On the paragraph above, Trump clearly showed his power by declaring the new regulation of the administration. Thus in the paragraph, trump gave new hopes by declared his regulation. The next stage was building argument of the miseries of the past. In this stages, Trump mentioned the past failure to get sympathy from the addressee. Memon (2008:10) stated that this stage is also known as verboze style of speaking. Then the next stages that established are glorification of the new administration that leads by Donald Trump. The glorification could be seen in the paragraph below:

We have cut 22 regulations for every one new regulation, the most in the history of our country. We have unlocked America's vast energy resources.

As the world watches — and the world is indeed watching — we are days away from passing historic tax cuts for American families and businesses. It will be the biggest tax cut and tax reform in the history of our country. (Applause.) Thank you. Thank you.

The new regulation of government was regarded as the right way becomes the positive self description. Continued his statement, Trump mentioned the economic growth after his government. Then the next stage was the rhetoric art of speaking. Different with the previous speech, in this speech, Trump used the persuasive and repetition and irony that aimed to provoke the citizen of United States to in concurrence toward him in his judgment of national security and defense. The repetition and irony have the function as the positive impression of Donald Trump since he demonstrates the new national security as the solution of each irony that he mentioned. In the Rhetoric art of speaking stages, Trump tries

to awaken the spirit of American fellow to not feel insecure or scared to live in their own country anymore.

The last speech contains three parts of schema analysis those are emotional attachment, creating bad images of enemies and glorification of America. The first stage is emotional attachment.

Speech	Categorization
Thank you for joining me today. But today borders.	Emotional Attachment
The attack on country's history.	
So many people That is a fact, and it's a fact we need to talk about.	
We have a dysfunctional how to end these threats.	
We need to tell the truth, oppressive Sharia Law.	
However, Hillary Clinton whatsoever to do with terrorism."	Creating bad images of Enemies
Hillary Clinton says want to slaughter us.	
I refuse to be politically correct.	Glorification of America
I will do America Great Again.	
The days of deadly ignorance will end, and they will end soon.	
As President I will to get the job done.	
Table 1.5	

Table 1.5

Schema of third speech: Terrorism National Security

In the emotional attachment stage, Trump began by talking about the terrorism issue and the victim of the bombing. Then to add the emotional involvement Trump uttered the sympathies toward the family of the victim. Then he mentioned the origin country of the terrorist that the most people have not known. After talked about the doer of the bombing, trump started to talk about Hillary's judgment that regards as the wrong decision for America. Donald Trump tries to deliver the addressee that there are a lot of enemies and they need to be careful of. In the schema of the speech, Donald trump defines the enemies as the killer, radical Islam, the male shooter. Trump also uttered the negative self representation of Hillary Clinton that wants America to keep the unity with the Muslim and Islam. The last stage in the schemata is glorification of America. As the last part of the the schemata the glorification of America stated after Trump created the enemy images. The part of the glorification of America mostly talked about the fact that need to be realized by citizen America. Trump uses a lot of positive word such as 'strong', 'great' and 'power' to represent the positive representation of America.

4.2. Discussion

After the two results of the findings that elaborated by the researcher, this is the stage where the result of the study are examined and discussed. There are two main findings which are the element of macrostructure and microstructure of Critical Discourse Analysis in three speeches and the elements of Socio Cognitive Approach that emerge in Donald J Trump's speeches. Firstly to answer the first research question, the researcher need to find the macrostructure of the text or the

topic of the speech. In this stage, the result showed that each topic of the speech has the similar function which is to persuade. The first topic that found by the researcher is the notoriety of Israel in Jerusalem. The second speech conveys the topic of rebuilding the confidence and trustworthiness of the American citizen. While the topic of last speech is make Americans became aware of the enemies.

There are totally 64 expressions that included as the microstructure of the text. The Syntatic structure has 41 expression that includes 3 expressions of persuasion, 11 expressions of Attribution, 11 expressions of Impression management, 14 expressions of pronoun. Meanwhile, the rhetoric structure has 14 utterances which contain of 5 hyperbole utterances, 0 finding for alliteration and 4 repetitions of sentence structures. Then the last element of the microstructure is stylistic structure that has 13 chosen lexical choice utterances. Based on all of the element of microstructure, it is shown that Trump mostly used attribution and impression management to persuade the addressee to agree with his administration's judgment. Trump frequently used the pronoun that represents unity, such as pronoun us, we, our and America. Then the use of repetition and irony aimed to show the negative representation of enemy by using the logical facts and emotional attachment of the addressee.

Deal with the previous finding, the second result was the superstructure of the text that analyzed by using Socio Cognitive Approach. This analysis are elaborated point by point since it discussed the structure of the speech. In this section, the researcher found that impression management, mind control and creating Enemy images are the elements that exist in all of the speech. Then the researcher also noticed that after the use of impression management, Trump uses the mitigating evidence to support his idea. Then the use of the rhetoric art of speaking only used in the last speech to show his sympathies and impress the audience.

Then the final result showed that each topic has a different way to convey. For each speech, it can be concluded that in the first speech Trump frequently uses repetition to glorify the Israel civilization in Jerusalem. Then in the second speech, the use of the pronoun 'us', 'we' and 'our' symbolize the unity became the dominant result that indicates the topic. Then the last result that discovered in the third speech is the use of lexical choice. It represents the bad images of certain people or group. Syntactically, each linguistics feature used by Trump to manipulate his language to enhance his persuasive strategies and his political perspective.

In this case, the writer found something interesting to be discussed which deals with humanity and unity based on Islam perceptions. In Islam, all of the men that lived in this world need to respect each other. Prophet Muhammad lead Muslim to keep the humanity in each heart of the believer. Say a harsh thing to another people is a bad manner because by doing that, each person became disrespect each other and ignored the humanity. The God (Alloh) has been command to all of men in this world for loving each other. In the sight of Alloh, there is no nobleman instead of his taqwa (faithful) that he had. It mentioned in Koran, surah AL-Hujurat 13th, He said:

يَتَأَيُّهَا ٱلنَّاسُ إِنَّا خَلَقَٰنَكُم مِّن ذَكَرٍ وَأُنثَىٰ وَجَعَلْنَكُمُ شُعُوبًا وَقَبَآبِلَ لِتَعَارَفُوٓا ۚ إِنَّ أَكُرَمَكُمُ عِندَ ٱللَّهِ أَتُقَدَكُمُ ۚ إِنَّ ٱللَّهَ عَلِيمٌ خَبِيرٌ ﴿

"Human beings, We created you all from a male and female, and maed you into nations and tribes so that you may know one another. Verily the noblest of you in the sight of Allah is the most God-fearing of you. Surely Allah is All-Knowing, All-Aware." (49:13)

In this verse, the whole of mankind has been addressed to reform the great evil that has been causing universal disruption in the world. Which is the prejudices due to race, colour, language, country and nationality. Division of man into nations and tribes is an expression of Alloh's Asmaul Husna, Al-Khaliq or the Creator. He created all of men and women in this world with distinct features extending from one soul. Alloh explains in surah Al-Rum that these differences of color and language are sign of His greatness and power, as He said:

وَمِنُ ءَايَنتِهِ عَلَقُ ٱلسَّمَنوَتِ وَٱلْأَرُضِ وَٱخْتِلَنفُ أَلْسِنَتِكُمُ وَ أَلُوَنِكُمُ إِنَّ فِى ذَالِكَ لَأَيَنتِ لِلْعَلِمِينِ قَلَا اللَّهُ الْعَلِمِينِ اللَّهَ الْعَلِمِينَ اللَّهَ اللَّهُ الْعَالِمِينَ اللَّهُ اللللْمُ اللَّهُ اللللْمُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ الللْمُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ اللللْمُ اللللْمُ اللَّهُ اللَّهُ اللَّهُ الللللْمُ اللَّهُ الللللْمُ اللَّهُ اللَّهُ اللللْمُ اللَّهُ اللَّهُ اللللْمُ اللَّالَّةُ اللللْمُ اللللْمُ اللللْمُ اللللْمُ اللَّهُ اللَّهُ اللَّهُ اللللْمُ الللِّلْمُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ اللَّلْمُ الللْمُ اللَّهُ الللْمُ اللَّهُ اللَّهُ اللللْمُ اللَّهُ الللْمُ اللللْمُ الللْمُ الللللْمُ الللْمُ اللللْمُ الللْمُ الللْمُ الللْمُ اللللْمُ اللللْمُ اللللللْمُ الللللْمُ الللللْمُ الللللْمُ الل "And among His signs is the creation of the heavens and the earth and the difference of your language and colors. Verily, in that are indeed signs for men of sound knowledge" (30:22)

Thus, Islam gives equal rights to all: rich and poor, noble and ignoble and there is no superiority of anyone in Islam except in terms of taqwa. Therefore, what man should be most concerned about is that he should aware of those real qualities and characteristics which make him worthy of honour in the sight of Allah.

CHAPTER V

CONCLUSION & SUGGESTION

This chapter is the is final chapter which contains f the summary that includes a brief explanation about the result and the and suggestion for the other researches to explore this related study.

5.1. Conclusion

This thesis explored the Critical Discourse Analysis that emerges in Donald J Ttump speeches. There are three chosen speeches that used in this research, those are: Jerusalem as the capital of Israel, and Terrorism national security and National security and defense. The researcher focuses on the structures of Critical Discourse Analysis in Donald J Trump speeches. In CDA structure, the researcher condensed the analysis using Van Dijk theory that divides the CDA structure into Macro structures, Micro structures and Super structure of the text. Then the secondary approach Socio Cognitive Approach used to explore the schema as the part of Superstructure of the text.

The structure of Critical Discourse Analysis that use in this research need to be explored. The analysis of microstructure elaborated in detail since this part of the analysis contained some parts those are: syntactic style, semantic style, stylistic style and rhetoric style. While the superstructure which deals with the schema of the text elaborated by using the thory of Socio Cognitive Approach by Van Dijk. This approach uses as the supporting approach to reveal the schema of the speech.

Based on the first result Trump use the linguistics features to manipulate his language that aimed to persuade and provoke the addressee. This can be shown by each topic delivered by Donald J Trump. The first topic conveyed is the notoriety of Israel in Jerusalem, the second topic is rebuilding the confidence and trustworthiness of American Citizen. Furthermore, the topic of the last speech is make Americans became aware of the enemies.

The result of microstructure showed that Donald J Trump consistently uses irony to involve the emotional attachment of the addressee. While the use of repetition is mostly conveyed about the past failure of United States, this strategies aimed to attack addressee attention and persuade them to be in accord with his argument by using the logical facts and emotional attachment. The positive self description also occurred in each argument that he delivered, but the researcher also found that Trump tends to make a negative representation of another group or people to get his positive representation. Furthermore, the use of the pronoun is mostly aimed to show the unity that represents by pronoun 'us' and 'our', but Trump also expresses the power by using pronoun 'I'. Whereas, in the use of lexical choice Trump also uttered the negative self representation of other people by choosing bad word.

Furthermore, The second result that occurs in Donald Trump's speeches is the Socio Cognitive Approach. It is shown that the first speech consists of emotional attachment, mind control, mitigating evidence, glorification, creating enemy images and rhetoric art of speaking. In this speech, the indication of topic showed by the strategies of creating enemy images use by Trump to provocate American fellow to prevent the misery future that may happen to the United States. Then the second speech also has 6 stages of schemata which are mind control, emotional attachment, mitigating evidence, building argument as the Miseries of the past, glorification and rhetoric art of speaking. While the last speech only includes three parts of schema analysis which areemotional attachment, creating bad images of enemies and glorification of America.

5.2. Suggestion

The researcher suggests for the next researches that want to explore about Critical Discourse Analysis to develop the research by doing further investigation to reveal the different issue instead of Muslim Discrimination. The researcher also suggests to the other researcher to investigate more variation data such as newspaper, advertisement, movie transcript and etc. Finally, by this suggestion, the researcher hopes that this present research can be a good reference for linguistics learner and inspires them to conduct further analysis.

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