LGBT ISSUE AS HUMAN RIGHTS IN HILLARY CLINTON'S SPEECH ON HUMAN RIGHTS CAMPAIGN ORGANIZATION: A CRITICAL DISCOURSE ANALYSIS

THESIS

Submitted as Partial Fulfillment of the Requirements for Bachelor Degree of English Department Faculty of Arts and Humanities

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ABSTRACT

Cynthia, Dea Afifa. 2019. *LGBT Issue as Human Rights In Hillary Clinton's Speech On Human Rights Campaign Organization: A Critical Discourse Analysis.* English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : A. Dzo'ul Milal

Key words : Critical Discourse Analysis, LGBT, Human Rights, Socio Cognitive Approach

This research examines Hillary Clinton's speech in Human Right Campaign Organization using Van Dijk's Critical Discourse Analysis Theory (1988). It investigates the structure of Critical Discourse and its elements to indicate Hillary Clinton's ideology towards her speech about LGBT as human rights. The researcher also focuses on Socio Cognitive Approach that emerge in Hillary Clinton's speech. The writer mainly utilized Critical Discourse Analysis theory by Van Dijk which consists of several CDA structure, there are microstructure, superstructure, and macrostructure of the text.

As the methodology, the researcher used descriptive-qualitative approach to concern the description and the interpretation of Hillary Clinton's speech. Under descriptive-qualitative method, this research significantly gives a wider understanding about how linguistic features emerges through Critical Discourse Analysis structure. The researcher gathered the data by downloading Hillary Clinton's speech and categorized the data to be analyzed in microstructure, superstructure and macrostructure by Van Dijk. The researcher also used Socio Cognitive Approach to elaborate the superstructure schema.

As the result, Hillary Clinton used some of linguistics features to manipulate her language, and it is aimed to persuade her listener about her ideology. As the result, Hillary Clinton's ideology toward the LGBT issue in Human Rights Campaign Organization is liberarism progressive. Liberarism progressive means the individual is not only focus on the equality and injustice in each of individual, but also focuses on the progress or the movement of how the goals can be reached. There are several elements that exist in Hillary Clinton speech according to Socio Cognitive Approach such as impression management strategy, mind control, and create other individual images. Hillary Clinton also used rhetoric art of speaking to impress her audience and show her symphaties in LGBT rights abuses.

ABSTRACT

Cynthia, Dea Afifa. 2019. *LGBT Issue as Human Rights In Hillary Clinton's Speech On Human Rights Campaign Organization: A Critical Discourse Analysis.* English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : A. Dzo'ul Milal

Key words : Analisis Wacana Kritis, LGBT, Hak Asasi Manusia, Teori Sosial Kognitif

Skripsi ini meneliti pidato Hillary Clinton tentang LGBT yang dipandang sebagai bagian dari Hak Asasi Manusia di Human Right Campaign Organization (HRCO) dengan menggunakan teori Analisis Wacana Kritis dari Van Dijk (1988). Penelitian ini bertujuan untuk mengidentifikasi ideologi yang dianut oleh Hillary Clinton dalam pidatonya tentang LGBT yang menjadi bagian dari Hak Asasi Manusia. Peneliti juga mengungkap bagaimana pidato tersebut dapat mengidentifikasi jenis ideologi yang dianut oleh Hillary Clinton. Peneliti menggabungkan teori Sosial Kognitif yang muncul dalam pidato Hillary Clinton. Peneliti berfokus pada Analisis Wacana Kritis menurut Van Dijk (1988) yang mencakup tiga struktur analisis yang terdiri dari Makrostruktur, Superstruktur, dan Mikrostruktur. Teori Sosial Kognitif digunakan untuk menganalisis kerangka pidato yang terdapat dalam superstruktur.

Dengan menggunakan metode deskriptif-kualitatif, penelitian ini secara signifikan memberikan pemahaman yang lebih luas mengenai bagaimana karakteristik bahasa dapat timbul melalu struktur Analisis Wacana Kritis. Peneliti berfokus terhadap deskripsi dan pemahaman yang terdapat dalam pidato Hillary Clinton untuk mengidentifikasi ideologi yang dia anut. Peneliti memperoleh data dengan cara mendownload pidato Hillary Clinton dan mengategorikan data tersebut agar dapat dianalisis melalui mikrostruktur, makrostruktur dan superstruktur dari Van Dijk.

Hasilnya, Hillary Clinton menggunakan beberapa bagian yang terdapat dalam linguistik untuk memanipulasi bahasanya dengan tujuan mempengaruhi pendengarnya tentang ideologi yang dianutnya. Hillary Clinton menganut ideology liberalism-progressive yang berarti dia tidak hanya berfokus terhadap kebebasan setiap individu melainkan dia juga berfokus terhadap bagaimana perkembangan proses untuk mencapai tujuan pembebasan itu. Hillary juga menggunakan beberapa fakta untuk melibatkan emosi pendengarnya dan cenderung membuat representasi negatif suatu orang atau kelompok untuk mendapatkan representasi positif dari dirinya. Menurut teori Sosial Kognitif Hillary Clinton juga meggunakan bahasa retorik dalam pidatonya untuk menarik simpati pendengarnya tentang kekerasan yang menimpa LGBT.

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Recently, there has been growing interest in humanity, especially in human rights. As we know that everyone has the rights for liberty(Universal Declaration, 1948). It means everyone has the chance to live their life without any discrimination. Human rights include everything in our life, it might come from the rights to speak bravely about anything in our mind, to profess religion, to live the life as same as the other people, and to have the same rights in everything without worrying the discrimination. In the other hand, we can say that all of the people have the same rights. As a human being, we are born with equal and free in rights and dignity. It means, we should protect the other people rights in their race, language, color, sex, religion, national origin, property and etc. Those aspects give the accentuation for equality and non-discrimination (Handaumlusermann, 1997).

Human rights have been extensively studied in recent years. There are a lot of journals and article which talk about human rights, but almost all of them were talked about racism, gender, and religion. The human rights aspects above are too general. Such as the journal about racism under the title "*The Discrimination of Black; A Critical Discourse Analysis of Opera's Interview with Barak Obama*"by Lubna Riyadh Abdul Jabbar which reveals the hidden ideologies used such as whiteness, racism, blackness that change evidently on his two speech. Or in other research by Alemayehu Negash under the title "A Critical Discourse Analysis of Psychologic Gender-Based Violence against Women and Girls in Jimma Zone of Oromia National Regional State, Ethiopia" as the result there are some effect that affects the society; stress, fear,anxiety, self-hate, and depression. Those previous studies above indicate that there are so many researches were talking about human rights in racism and gender discrimination. Instead of taking the same topics as the others, this research triedto look into another focus perspective to do the analysis on Critical Discourse Analysis inLGBT(Lesbian, Gay, Bisexual, and Transgender)case.

The issues of LGBT(*Lesbian, Gay, Bisexual, and Transgender*) become a case which is interesting to discuss in this era. Besides, if we talk about LGBT and human rights, there is a case where everyone around the world fights for human rights by doing socialization campaign to support LGBT people who still cannot live their life freely. In this case, the campaigns that people do to fight the LGBT discrimination above the name of human rights is interesting to discuss. For example, there is LGBT campaign which held by Human Rights Campaign Organization or in another short name HRCO, is the biggest organization in the world which talks about human rights in LGBT issue. They support the LGBT people and persuade the non-LGBT person to receive them as who they really are, without any discrimination. In other cases, HRCO is utilizing internet as their media information in LGBT campaign such as official website and youtube in case to share their thought about LGBT as human rights. According to O'Brien

(2003) Internet is a rapidly growing computer network of millions of education, government networks, and business that are interconnected by the number of users more than 200 countries in the worldwide. It means that using the internet as HRCO's strategies in LGBT Campaign affects people around the world and it is wider than using old media information such as television and radio.

Using internet as HRCO media information in their campaign surely has a big effect for LGBT and non-LGBT people. They also write some articles on their websites as one of their campaign projects. As we know that, language is not only a communication tools but also can be the device to spread and defend someone or group ideology(Nugraha, 2014) that can manipulate and control people mind. Besides, they also create their own youtube channel to post some video which pro in LGBT. In this case, the researcher interests to analyze one video in HRCO youtube channel which is consists of Hillary Clinton speech toward the LGBT issue as human rights. The researcher picks the video because it reaps a lot of response when Hillary Clinton who known as the politicians person, shows the public that she cares enough in humanity especially in LGBT rights. Not only that, Hillary Clinton also one of American politicians who agree on marriage equality of the same-sex gender in her country.

The researcher began this research by looking at some previous study. The first previous study comes from Anggi Dinda Pratiwi under the title "*The Portrayal of The LGBT Community in The Jakarta Post Through the Use of Discourse Structure*" which ispublished in 2017. This study aimed to reveal the portrayal of Indonesian LGBT community in The Jakarta Post. Pratiwi

appliesqualitative approach to describe how language is produced to portray the LGBT community, the data of this study were obtained from the official website of The Jakarta Post. As the result,LGBT Community in Jakarta is portrayed as the victim, the minority, they are also being in unsecured and need protection. The newspaper tended to represent the voice of the minority of LGBT community.Unfortunately, Pratiwi just focused on two articles which oppress the LGBT community in Jakarta and she did not relate the result to any other terms that makes the LGBT community can be portrayed as the victim such as in religion perspective, or in another kind of perspective that make the LGBT people in Jakarta seen as a victim.

In other previous research comes from Rifki Nugraha under the title "A Critical Discourse Analysis on Hillary Clinton's Speech: American For Marriage Equality". This research aimed to find the text structure and the ideology that described on Hillary Clintons Speech. The analysis focused on the Critical Discourse Analysis of Hillary Clinton speech. Unfortunately, Nugraha's research just focused to analyze the meaning of the speech without combine the result with any other approach to support the main theory. It involves the investigation of ideological manipulation, hegemony and power relations (Rahimi & Sahragard, 2007). Critical Discourse Analysis aims to explore issues related to gender, ideology, identity as well as how the issue is reflected in a text (Clark, 1995)

However, two previous studies above have concentrated on the LGBT case that happened in the society. All of them were talking about LGBT but they just focused to analyze the meaning of the text without combine the result with any other approach to support the main theory. This study builds on those former studies summarized and try to fill the gap which is found from those previous studies. The researcher tried to combine the Van Dijk theory of Critical Discourse Analysis (CDA) and Socio Cognitive Approach in Hillary Clinton speech video that has been uploaded on Human Right Campaign Organization's youtube channel.

1.2 Research Questions

Through the background of the study above, the present study is intended to answer:

1. What is the ideology of Hillary Clinton's speech in Human Rights Campaign Organization?

2. How the ideology represented in Hillary Clinton's speech on Human Rights Campaign Organization?

3. What are the elements of Socio Cognitive Approcah that emerge in Hillary Clinton's speech on Human Rights Campaign Organization?

1.3 Objectives of the study

This study aimed to answer the following question through these several points :

1. To find the ideologyof Hillary Clinton's speech in Human Rights Campaign Organization.

2. To describe how the ideology is represented on Hillary Clinton's speech in Human Rights Campaign Organization 3. To explore the elements of Socio Cognitive Approach in Hillary Clinton's speech on Human Right Campaign Organization

1.4 Significance of the study

The result of this study is expected to make the reader understand how the ideology developed by Hillary Clinton's speech about human rights in LGBT perspective. The researcher hopes to get some advantages from knowing discourse structure which expressed in Hillary Clinton Speech. The researcher hopes this study gives the reader inspiration to begin the research in Critical Discourse Analysis field and relate the CDA's theory with another approach.

1.5 Scope and limitation

This present study is limited only to Hillary Clinton's speech that uploaded by Human Rights Campaign Organization in their youtube channel. The researcher used Hillary Clinton speech to fulfill the requirement of the LGBT topics and choose the video because the duration is above twenty minutes and the video material also reap a lot of response. The material analyzed using textual analysis by Van Dijk in macrostructure, superstructure, and microstructure and also related to Socio Cognitive Approach.

1.6 Operational Definition

- Critical DiscourseAnalysis (CDA) is a study that analyses the relationships between discourse, power, society, and ideology

- Human rights are the freedom that belongs to every person in the world.
- LGBT is a term referring to Lesbian, Gay, Bisexual, Transgender

- Human Right Campaign Organization (HRCO) is the biggest organization in the world which talks about human rights in LGBT issue.
- Socio Cognitive Approach is used to analyze the speech to show the relationship between power and discourse



CHAPTER II

REVIEW OF LITERATURE)

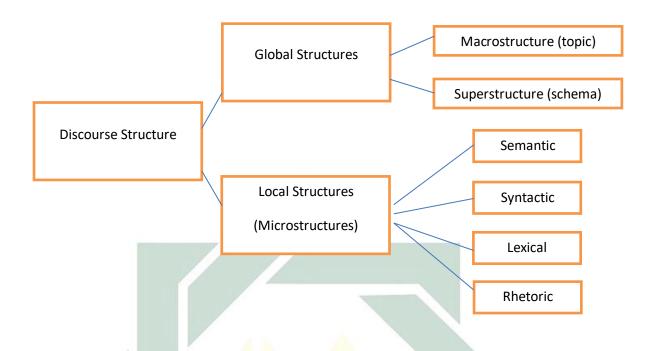
This chapter explains the theories and relevant studies which are related to this present study.

2. Theoretical Framework

This section elaborates the main theory that is applied for the analysis of the present study. It explains the grand theory which frames this study.

2.1 Discourse Structure

According to Van Dijk (1988), discourse is a linguistic form which is complex with the meaning and action that has a communicative function. Discourse Structure consists of two broad levels of the structural description. First is the global structure which investigates the superstructure and macrostructure of discourse context. Both of those levels have their own focus, in macrostructure level, it investigates the global topic of the discourse itself, whereas in superstructure it discerns the global schema of the discourse.



2.1.1 Macrostructure

Macrostructure of the discourse term focuses on thematic element which consists of general description. It can be called as summary, main idea or the main point of the discourse. Macrostructure indicated the dominant point of the text. Citation from (Pratiwi, 2017) the central point of macrostructure can reveal the meaning of the text. Macrostructure also is known as the global meaning of the discourse (Renkema, 2004). According to Van Dijk, he elaborated general concepts in macrostructure level (Van Dijk, 1988). First concept is called macroproposition. This concept describes that in one large topic of discourse, it might consist of several subtopics before we summarize all of them become one main idea.In another concept, Van Dijk explains that knowing the main ideas of the discourse are obtained by 'learning the details' (Pratiwi, 2017) can be deleting some aspects such as setting, time, reason, or etc. As we know that macrostructure is known as the main point of the discourse. To indicate the main point, macrostructure formed using three macrorules. There are generalization rule, deleting rule, construction rule.

Jan rankema (2004) explains generalization rule in discourse structure means converting the several topics or macroproposition to be the general topics or main idea of the discourse. While deleting rule means to eliminate the irrelevant proposition to make a better interpretation for the structure of the discourse itself. The last role is called construction rule. In case, doing the construction rule means we replace or construct several situations and denoter the main act by combining or take summarize all of the situations become a whole.

2.1.2 Superstructure

The second category of discourse structure by Van Dijk is superstructure. Superstructure is a schematic form which organizes the general meaning of the text. It starts from the introduction, main content, conclusion, and ended with closing. In introduction, the speakers are able to explain their ideas to be given to the audience. It consists of a short preview of their main idea, speaks about several points of the discourse before it is continued with the main content. In main content, the speakers explain the detail of their main idea. It consists of several arguments and example to reach the purpose of the speech (kurtus, 2013). Then, the main content follows with conclusion. This part allows the speakers to summarize all of the statements and give a strong argument to reach the goals of the speech. This part ended with closing part which builds up by several messages. A brief and board statement that summarizes up the main point of the speech that is really important for the speaker to be remembered in audience perspective.

2.1.3 Microstructure

The last part of analyzing the discourse structure by Van Dijk is microstructure. It focuses on the analysis of the discourse in semantic, stylistic, syntax, rhetoric (Van Dijk, 1988)

2.1.3.1 Semantic

Semantic is related to the meaning of the discourse. It is created between a proposition and the sentences. Both of them will build a particular meaning of the text. Semantic also indicates that the discourse can produce the opposite meaning of the sentence. Semantics has several elements, those are background, detail and intention.

Detail is related to any kind of information control delivered by the speaker which is worth for the speaker itself and it also depends on how the speakers want their audience to created their image while giving the information. It can be a good image or vice versa. In short, detail element is the way how the speakers express their opinion or statement through their speech. Next, a particular part of the discourse that affects the meaning is known as background. In the other explanation, background is the beginning part before the speakers giving their opinion to reach the aim of the speech to give some impact in their audience before they deliver the main content to make it becomes more reasoned.

By seeing the background of the text, we can generally analyze the purpose of the discourse.

2.1.3.2 Syntax

Syntactic is related to how phrases and sentences are arranged. Syntax styles are used to manipulate the meaning through the use of active and passive sentence, pronoun and coherence (Safitri, 2015) (Suseno, 2016). Pronoun in a sentence can indicate the manipulate language because the used of creating an imaginative community. For the example, the used of pronoun 'us' to show that the object belongs to the community. There are several types to be analyzed in syntaxes form such as persuasion, impression management, attribution, cohesion and pronoun.

2.1.3.2.1 Persuasion

Persuasion in the text can be identified by the used of passive sentence. It is because passive sentence has the aim to persuade the addresser, but it is important to remember that not all of the passive sentence is categorized in a persuasion message. Persuasion also can be identified by the repetition words or sentence to indicate the importance of the utterance. The repetition words usually signaled the repeated information in the discourse itself. In the other case, persuasion also shows through the outline of the text because the speaker pointing out the same case but delivered the text in different ways.

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2.1.3.2.2 Impression Management

Impression Management has the deals to presence the positive selfdescription of the speakers. It indicates through verbal acts in communication, such as greetings or self-disclosure (Schneider, 1981). Impression management also can be identified when the speakers avoid to speak about some issues that they are not mastering.

2.1.3.2.3 Attribution

Attribution is a positive self-presentation to get the conversation of minorities. It also can indicate by shows some negative perception of another individual or groups. An attribution usually delivers toward recalling the past that related to another group based on the speaker's background knowledge and perspective (Hewstone, 1983)

2.1.3.2.4 Cohesion

Cohesion is a linked words to make one sentence become coherent one to another. Cohesion also has a function to see the correlation between each sentence in paragraph. The term of cohesion indicates by using conjunction in the text. Critical Discourse Analysis shows that each conjunction has a function. '*but*', '*and*', '*yet*', '*nor*', '*or*' is the common coordinating conjunction. In other hand, '*as*' '*whereas*' '*because*' it establishes the relationship between dependent and clause called subordinating conjunction.

2.1.3.2.5 Pronoun

Pronoun used to manipulate language that has been delivered by the speaker. Pronoun refers to the speakers, someone, or community that has implicit meaning. For the example, pronoun '*our*' and '*us*' are the positive representation of the of the speaker community. In the other hand, pronoun 'I' indicates as the personal attribute to shows the speaker's intention.

2.1.3.3 Stylistic

Stylistic focuses to the words which are selected and arranged by the speakers to express their idea, theme, experience, and emotion. Stylistic can indicate what are the speakers thought about something through their chosen words to explain their idea for the audience. The lexical choice of the speakers influences the meaning of their speech.

2.1.3.4 Rhetoric

Rhetoric has a persuasive function in language used. The elements of rhetoric that created persuasive function are metaphor and graphic. In metaphor, the sentence should support the main idea of the discourse. It also consists of some particular ideas of the speakers to be delivered to the audience. In other, graphic is a form of writing that the author used to explain their idea, such as lowercase, italic, underline, bold, capital letter and etc. (Eriyanto. 2001) also in conversation form, graphic emphasized delivered by using the intonation of the speakers when they deliver their ideas in front of their audience (Nugraha, 2014) To achieve the effectiveness of communication, the discourse is constructed in persuasive manner (Pratiwi, 2017). In persuasive manner, the speaker can add some quotation and sources from other media, news or etc to make the discourse become more reliable. In other, the speakers are able to add some precise of number by inserting some exact number of the participant in time event age or the value of the participant.

2.2 Ideologies

In global meaning, ideology is any group ideas or thought of something, and also known as a set of beliefs that they believed as an individual person or in a group (Van Dijk, 1988). In short, ideology is the basics belief of knowledge and attitude which shared by group of people. According to William, ideology classified in 3 domains idea. First, ideology is known as a term which used by people to describe the meaning of production. In this case, capital power is regarded as the greater role in society. Second, A set of ideas that made by the dominant group to dominate the society also known as ideology. Third, ideologies are determined by society around personal and related to the social position.

2.3 Socio Cognitive Approach

Socio Cognitive Approach aimed to show the relationship between power and discourse (Van Dijk, 1993). In Socio Cognitive Approach, knowledge, ideologies, attitudes, and social factor take a role to create the social mind about individual. (Memon, 2014). The Socio Cognitive Approach follows two levels in analysis, there are macrostructure and microstructure. In macrostructure analysis focuses on power, dominance, and inequality among different social groups. And in microlevel of analysis focuses on language use, communication, and verbal interaction.

Socio Cognitive Approach in political speech focuses in emotional attachment, mind control, contradiction, rhetoric art of speaking (persuasive and the use of pronoun), and creating other individual or group images (in negative representation)



CHAPTER III

RESEARCH METHOD

This chapter explains the methodology that the researcher used to analyze the structure of Hillary Clinton speech and the interpretation of it. As the researcher stated earlier, this research utilized the discourse framework which purposed by Teun A. Van Dijk in 1988 to analyze the data.

3.1 Research Design

As the objectives of this study, the researcher applied descriptive-qualitative method to indicate Hillary Clinton's ideology in her speech through Critical Discourse Analysis by Van Dijk (1988). Descriptive as the methodology of research has some purpose, first is to explain, second is to describe, and the last is to validate the findings (Knupfer and McLellan,1996). In this case, the researcher obligates to do a creative exploration to organize the finding. In other hand, Qualitative approach is concerned on description and interpretation the data rather than counting features (Wray and Bloomer, 2006). Collecting non-numerical data and prefer to used word, sentence, phrase as the data is the type of qualitative research.

The researcher used Critical Discourse Analysis as a tool to analyze the problem. Critical Discourse Analysis examines textual features such as sentence structure, verb tense, syntax, vocabulary, lexical choice, coherence and cohesion of the discourse itself and so on.

3.2 Research Instrument

In this point, the researcher used human as the main role of research instrument. (Biklen 1998) Qualitative methodology should focus on human investigator as the primary instrument. The researcher used self-opinion as the writer to gathers and analyzes the data. As the instrument's tool the researcher used laptop to transcribe the video material.

3.3 Data and Data Source

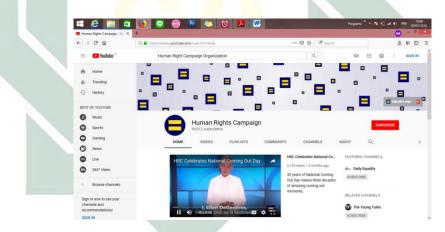
The data of this study is word, phrases, sentence in Hillary Clinton speech which is collected from Human Right Campaign Organization (HRCO)'s youtube channel. As we know that HRCO is one of the biggest organizations in the world which is fighting for humanity especially in Lesbian, Gay, Bisexual, and Transgender equality. As the largest national LGBT civil rights organization, HRCO ensured that LGBT people can have their basic equal rights and safety at any places include in their smallest community (hrc.org)

The researcher picked a video of Hillary Clinton Speech in HRCO's youtube channel which is talked about LGBT issue that can be seen as a part of human right. Hillary Clinton is a politician person who supports the equality of LGBT people in American. As a politician person, she tried to use her power to express her ideology perspective in LGBT case. Her speech has been uploaded in HRCO's youtube channel to support the tagline that LGBT is a part of human rights. The researcher gathered the data from official youtube channel of HRCO and set two criterias to select the videos. Those are: (1) The video must suits with the refered focus of the research which discuss the issues of LGBT case that seen as a part of human right, (2) the speech duration must more than twenty five minutes.

3.4 Technique of Data Collection

Collecting the data means gathering the information, which aims to answer the relevant questions. There are few steps to follow for collecting the data:

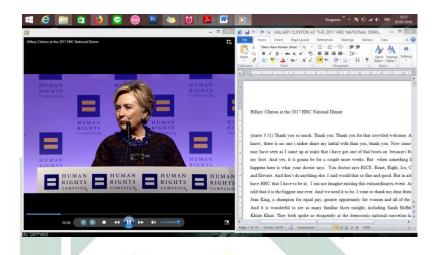
1. The researcheropened *youtube.com* and typed Human Right Campaign Organization in the searching box to look up intoHRCO's youtube channel



2. The researcher downloaded the videos from HRCO official youtube channel which is related to the criteria of data source and then the researcher downloaded the material



3. The researcher opened the video which has already been downloaded.



4. The researcher opened ms.word at the same time as the video is being played to transcribe and verified the transcript of the materials

5. The researcher categorized the data by coding and underlining

The researcher categorized the transcript of Hillary Clinton speech. As the categorization, the researcher divided into three types of analysis according to Van Dijk (1988) theory. The researcher gave some codes to each data to categorizing them to be analyzed in microstructure and macrostructure. In superstructure, the researcher underlining the data whether it includes on opening, main content, conclusion and closing. The code that the researcher used is the simplest abbreviation which are:

a. Syntax structure:

Sentence form:

- Attribution (ATT) the data consists of the representation of another group/people, the fact based on speaker's knowledge and perspective.
- Impression (IMP) the data consists of positive self-description of the speakers, greetings, self-disclosure, verbal acts.

- Persuasion (PERS) the data consists of repetition to indicate the important message, passive sentence, same case but differently delivered.
- Pronoun (PRO) I, You, We, They, Our, Us, Their
- Cohesion (CH) Sentence correlation in paragraph
- b. Semantic structure
- Background and Detail (BG)

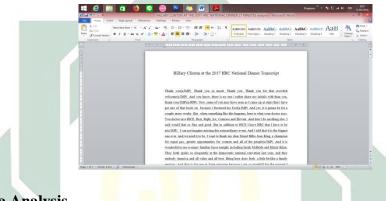
The data consists of additional information related to the speaker perspective

- Presupposition (PRES)

Implying antecedent condition, effect presupposes a cause

- c. Stylistic structure
- Lexical choice (LC) → The data consists of name an object, situation, words to create other meaning.
- Figure of speech (F) \rightarrow Speaker particular style
- d. Rhetoric style
 - Hyperbole (HP) \rightarrow extreme exaggeration
- Alliteration (AL) \rightarrow repetition of a single letter
- Metaphor (MP) \rightarrow compare things without like / as
- Repetition and irony (RPP) \rightarrow literal meaning
- 6. The researcher also underlining the superstructure data to be analyzed.
- <u>Underline</u> to indicate the introduction of the speech. It consists of a short preview of their main idea, speaks about several points of the discourse before it is continued with the main content

- <u>Underline</u> to indicate the main content of the speech. It consists of several arguments and examples to reach the purpose of the speech
- <u>Underline</u> to indicate the conclusion of the speech. It consists of strong argument to reach the goals of the speech
- <u>Underline</u> to indicate the closing of the speech. It is summarizing the goals of the speech



3.5 Data Analysis

After getting the data and collecting the sources, the researcher analyzed the data through the following levels of Critical Discourse Analysis using microstructure, superstructure and macrostructure by Van Djik (1988). The researcher did some steps to analyze the data as follows:

1. Classifying the data that have been collected.

In microstructure, the researcher found some linguistics element of the speech such as in semantics, syntaxes, rhetoric, and stylistic. The researcher made the table to classify all of the linguistics element which is found in

No	Speech/	Syntaxes				Rhetoric				Stylistic		
	minutes	PERS	ATT	IMP	CH	PRO	HP	QT	MP	RP	LC	F
	03:39 - 07:50	-	2	12	1	2	-	-	-	-	1	-
	07:50 – 23:36	18	16	11	1	23	4	1	-	3	16	-
	23:36 - 25:57	8	1	-	1	5	-	-	-	-	2	-
	26:03 - 27:13	1	-	1	1	-	-	-	-	-	-	-

Microanalysis of Hillary Clinton from each section of her speech.

Hillary Clinton speech. The researcher used table to count the total expression in microstructure analysis.

Whereas the researcher also classifying the superstructure of Hillary Clinton speech and delivered into the table below:

	A							
	There are a lot of fact	s that LGBT rights in						
	America become better and equal but in the other							
	hand, Hillary also mentioned some case which							
Summary	against the LGBT rights. She wants her listener to							
Summary								
	still continue the progress to fight the							
	discrimination of LGBT in the name of humanity.							
	Because she believed that gay rights are human							
	right and human rights are gay rights.							
	Introduction	In minute 03:39 – 07:50						
	Main Content	In minute 07:50 – 23:36						
Story	Conclusion	In minute 23:36 – 25:57						
Story								
	Closing	In minute 26:03 – 27:13						

2. Describing the data that have been classified

The researcher described the classification of microstructure and superstructure about the reason behind the classification.

3. Analyzing the data

The researcher analyzed the data that have been classified and described to answer the research question in this study. The researcher used the following steps to answer each of the problems in this research:

To answer the first question about the ideology of Hillary Clinton on her speech in Human Right Campaign Organization, the researcher analyzed her speech using CDA structures by Van Dijk (1988) includes microstructure, superstructure, and macrostructure.

- Clarifying microstructure of Hillary Clinton speech to identify the relation between her attribution, persuasion, impression to create her ideology in LGBT issues as human right.
- Interpreting Hillary Clinton background knowledge that is included in her speech
- Identifying Hillary Clinton main topics to see the goals of her speech to identify her ideology.

To answer the second question about how Hillary Clinton represented her ideology in her speech, the researcher focuses to describe the linguistics features that exsists in Hillary Clinton's speech which is identified her ideology.

To answer the third question about Socio Cognitive Approach in Hillary Clinton Speech, the researcher focuses on micro level analysis that includes verbal interaction and communication. The researcher also focuses on macro level of analysis to identify the dominance and inequality among different social groups. It consists of mind control, creating other individual/group images, rhetoric art of speaking.

4. The researcher draws a conclusion which related to the research problems and findings.

CHAPTER IV

FINDING AND DISCUSSION

This chapter explains the research finding of the structure of Hillary Clinton's speech and the interpretation of it. As the researcher stated earlier this research utilized the discourse framework which purposed by Teun A. Van Dijk in 1998 to analyze the data. After that, the finding of this research is discussed in the interpretation section.

4.1 Findings

This section discussed the research question about the ideology that is represented by Hillary Clinton in her speech towards LGBT issue as a part of human right. In first level of analysis, the researcher focuses on the discourse structure that can be found in Hillary Clinton speech in Human Right Campaign Organization (HRCO)'s youtube channel which had been selected by the researcher.

4.1.1 Discourse Structure

The analysis of this first level is leading by microstructure and it is followed with the superstructure, and as the last section the researcher used macrostructure to be applied in Hillary Clinton speeches. By doing those three aspects the researcheranswered the research question about how Hillary Clinton reflected her ideology through her speech.

25

4.1.1.1 Microstructure

As the researcher stated earlier, microstructure focuses on the text which consists of several linguistics features, there are syntax structure, stylistic structure, semantic structure, and rhetoric structure. So in this subchapter, the researcher elaborated those aspects to indicate the ideology of Hillary Clinton by analyzed her speech. The researcher found that Hillary Clinton manipulates her language in her speech to persuade the listener that actually the rights of LGBT is same as the immigrant's rights, civil rights, women's rights, or religious freedom. Through her speech, Hillary Clinton also mentioned several cases of abuse against the LGBT rights, such as there is 100 gays in Chechnya who were taken from their homes and families and detained in secret prisons, She also mentioned that six men were arrested for promoting sexual deviancy after waving a pride flag at concert in Cairo Egypt. Hillary Clinton mentioned those abuses to make the listener realize that actually there is some discrimination which against the LGBT rights. Hillary Clinton also persuades people minds toward her speech that she wants all of the people to start coming out and speaking up about what they are and whom they love to resisting the injustice which the other people think about LGBT. She also mentioned that no human being ever gets to complete the work of liberation. It means that Hillary Clinton persuades people mind through her manipulates words to make people joining her action to support the liberation of LGBT. It shows through the pronoun that Hillary Clinton chooses in her speech. She used pronoun which represents unity, such as "we", "us", "America", "our".

Hillary Clinton asked people to keep going for fighting the discrimination of LGBT rights by used those pronouns.

4.1.1.1.1 Syntax style

In this linguistics features, the researcher analyzed Hillary Clinton speeches through several syntax style such as persuasion, impression, attribution, cohesion, and pronoun. In this section, the researcher focused on the language that Hillary used in her speech without considering the social content of her speech. As the result, the researcher found that in Hillary Clinton's speech, it consists of 27 persuasion utterances, 19 attribution utterances, 24 self impression utterances, 30 pronoun utterances, and each of them have linked words one to another to indicate that the speech has a cohesion.

4.1.1.1.1.1 Persuasion

Persuasion means the speakers used persuasive strategy to deliver their goals through their sentences. Persuasive strategy here means that the speaker recalled the some past events to call the listener emotion. The researcher found that Hillary Clinton used persuasive strategies in her manipulates language when she delivered her speech about LGBT issue as human rights. Hillary Clinton also mentioned some past events to call the listener emotion, such as the data below:

Data 1

I will never forget the palpable feelings of pain and loss on the National Mall that day. When Bill and I viewed the AIDS quilt for the first time or the determination of AIDS activists that I met from Los Angeles to New York who were literally fighting for their lives and reminding us that silenceequals death. We cannot and will not go back to those days.(a/PERS)

The first data indicates that Hillary Clinton used persuasive strategies to persuade the listener and remind them back that there are some HIV/AIDS activists who were fighting for healthcare in America especially in HIV/AIDS research. She also mentioned her experience when she viewed the AIDS quilt for the first time. Those past events created the emotional condition for the listener, she also added '*Silence equal death*' and '*We can not and will not go back to those days*' it indicates that Hillary Clinton persuade her listener to not just keep silent and not doing something for the LGBT rights especially in healthcare in America such as HIV/AIDS and she also reminds her listener that they can not back to the days when there were so many diseases related to gender and sexual orientation such as in HIV/AIDS.

Data 2

We have to keep going, we have to support each other, we have to strive for that more perfect union, we have to build that brighter future that every child deserves, and we have to be willing to speak truth to power whoever is on the receiving.(a/PERS)(a/PRO)

Data 3

They're coming out, they're speaking up, they're resisting injustice as large and small. (a/PERS)

The next persuasive strategies show though Data 2 and Data 3. Both of them

is repeating the similar ideas of the discourse. In data 2, Hillary Clinton

mentioned similar ideas through her speech, such as 'we have to keep going'; 'we have to support each other'; 'we have to build that brighter future' those sentence shares the same positive ideas that actually Hillary Clinton persuade her listener to should continue their work to support LGBT rights. The researcher also found the similarities through data 3. Hillary Clinton mentioned some sentences such as 'They are coming out'; 'They are speaking up'; 'They are resisting injustice as large and small'. Those sentences shared the similarities idea that actually Hillary Clinton persuades people to not afraid to stand their self up to the right of LGBT. The similarities idea here mentioned in the phrase 'coming out' and 'speaking up' which refers to LGBT people who bravely confess to the public although they are a lesbian, gay, bisexual, or transgender people. Hillary Clinton mentioned those ideas repeatedly in her speech through her manipulates language because she wants her listener to not afraid to confess to the public their real identity even if they are included in LGBT people.

Data 4

And pay attention my friendsbecause embedded in this horrible irresponsible cruel and mean-spirited giveaway to the riches of Americans called tax reform is a five hundred billion dollars cut in Medicare and a one trillion dollar cut in Medicaid. [Applause] That is exactly the appropriate response, but don't boocall the Congress and tell them you will not stand for that(a/PERS). Right now we're also facing a battle to protect the rights of transgender Americans(a/PRO)(/PERS)

The researcher also found that Hillary Clinton used national defense as her last persuasive strategy. Hillary Clinton used her knowledge about American tax reform which cut five hundred billion dollar in Medical care and one trilion dollar in Medical AIDS. She mentioned the fact because she wants to get the sympathy and understanding from her listener to agree with her argument that people should stand for the LGBT rights. She also stated *'we are also facing a battle to protect the rights of transgender in Americans'* in this case, Hillary Clinton used pronoun *'we'* and as it is stated earlier that *'we'* reflects a unity that Hillary Clinton wants to show to her listener. She wants to create the emotion for the listener that actually she and her listener share the same feeling and history as the name of Americans, and she also persuades people to keep fight for the LGBT discrimination under the name of humanity.

4.1.1.1.1.2 Impression Management

Impression management is also known as positive self representation. As the speaker, get the trust of the listener is important because the speaker can influence the audience to agree with the speaker statement. The speakers usually used pronoun 'I' to show off their power when they are talking to the public. In this research, the researcher found that Hillary Clinton used impression management often times. She used this strategy to get the trust of her audience to support her argument that 'gay rights are human rights and human rights are gay rights'.

Data 5

Thank you(a/IMP). Thank you so much. Thank you. Thank you for that crowded welcome(a/IMP). And you know, there is no one I rather share my initials with than you, thank you(/PRO)(/IMP)

Data 6

So thank you from the bottom of my heart for your courage, your tireless effort, your enthusiasm and energy(a/IMP)(/PRO). Thank you for your commitment to building an America that is fairer, kinder, more compassionate and yes equal(a/IMP)

Through data 5 and data 6 above, the researcher found that Hillary Clinton used impression management as soon as she gave her speech for her audience. Hillary Clinton said '*thank you*' often times for her audience to get the first impression. It is a good start that Hillary Clinton did in her speech to get the trust from her listener. Hillary Clinton also said '*there is no one I rather share my initial with, than you*' with using '*I*' as the pronoun to show her power as the speakers. She also impresses her audience with that sentence to build sympathy and trust from her listener. Instead of thanks her audience, data 6 shows that Hillary Clinton also impresses her audience through her phrase that she appreciated her audience's hardwork such as '*your courage*'; '*your tireless effort*'; '*your enthusiasm and energy*'; '*commitment to building an America that is fairer, kinder, more compassionate, and yes equal*'. Hillary Clinton mentioned those kinds of sentences to make the audience feel precious.

Data 7

We should be leading that fight(a/PRO), it's why I went to Geneva to shine a light on human rights abuses(a/IMP)(a/PERS). It's why I called on heads of state to stop the persecution of innocent people, and I announced the first US government strategy dedicated to combating human rights abuses against LGBT people abroad(a/IMP)(a/PERS)

The next impression management that Hillary Clinton used is different from the previous types. In the previous data, Hillary Clinton Impresses her listener through said thank you often times. But in data 7, Hillary Clinton tried to impress her audience by using pronoun '*I*' to show that actually, she is leading the fight of LGBT discrimination toward her action that she went to Geneva by herself to protect LGBT rights in the name on humanity. It shows in sentence '*We should be leading that fight, it is why I went to Geneva to shine a light of human right abuses*'

4.1.1.1.1.3 Attribution

Attribution can be recognized by saying the fact wheater it is from the past or present and related the fact to another group based on speaker perspective and knowledge. The fact usually has a negative meaning to create negative impact for not only individualy but also can relate to generally for group members. The researcher found that there are 18 utterances which consist the attribution strategy, but the researcher delivered 1 data since all of them have the similar function.

Data 8

I was outraged when I read on Twitter of all places that the president wanted to ban transgender people from serving in the military(a/PRO)(a/LC)(a/HP). You know and he knows(a/PRO)(a/ATT), transgender people have fought and died for this country from our very beginning(a/ATT). 32

Through data 8, the researcher found that Hillary Clinton remains the audience about the fact that happened recently. The fact is, as she reads on twitter that the now-president who refers to Donald J Trump, wanted to ban transgender people for serving the military. Hillary also continued with the sentence '*you know and he knows, transgender people have fought and died for this country from our very beginning*'. It means that Hillary Clinton wanted to remind her listener that Donald J Trump declares the policy of ban transgender from military is totally wrong because transgender also has fought for American. Hillary Clinton also used pronoun '*our*' related to the phrase '*our country*' to make her audience thinks that she also disappointed to Donald J Trump declaration as same as her listener feeling. From all of those sentences, Donald J Trump identified as tactless president because he banned the transgender people from the military even if he knew that transgender people have served American all over the years.

4.1.1.1.1.4 Cohesion

The next analysis is the use of conjunction in Hillary Clinton Speech. The researcher analyzed the speech through the use of conjunction that Hillary Clinton used as the transition of exact topic and it should have the orientation of initial topic.

Data 9

Because at all levels of government, we have to work to elect candidates who will not only say the right things but do the right things(a/PERS)(a/PRO), who will stand up not only for LGBT rights but the rights of immigrants, and refugees, civil rights, women's rights, stand up for religious freedom, freedom of the press the right of people, to live and worship freely(a/PRO)(a/LC)(a/PERS).

From the data above, the researcher found that the conjunctions which Hillary Clinton used in her speech are 'not only' and 'but'. The conjunction 'not only' aimed to create bad image of the elect candidates. It shows in 'we have to work to elect candidates who will not only say the right things but do the right things'. In the next sentence, Hillary Clinton also mentioned the same conjunction with similarity ideas 'who will stand up not only for LGBT rights but the rights of immigrant' It means Hillary Clinton tried to defend her argument using 'not only' and 'but' conjunction to oppress her logical thought.

4.1.1.1.1.5 Pronoun

The meaning of the speaker's speech can be identified toward each pronoun that they used to deliver their ideas in implicit meaning. It means the use of pronoun can be the strategies of the speakers to create some perspective such as equality or unity. In the other hand, pronoun also can identify the social power and hegemony in social structure (Mamon, 2014). As the result, the researcher found 30 pronouns that have the implicit meaning according to the context.

Data 10

What do we do now?(a/PERS)(a/PRO) There's really only one answer, we have to keep going, we have to support each other, we have to strive for that more perfect union, we have to build that brighter future that every child deserves, and we have to be willing to speak truth to power whoever is on the receiving. The data above shows that Hillary Clinton used '*we*' to make her audience feels unity as an American citizen they should keep the fight for the LGBT discrimination to build a brighter future for their next generation.

Data 11

I think it's fair to say that you have made me a better first lady, a better senator, and better secretary of state, a better presidential nominee, a better person(a/PRO)

The data above used '*I*' as the pronoun to represent the power of speaker, continue with the phrases '*better senator*'; '*better presidential nominee*'; '*better secretary of state*' indicate that Hillary Clinton wants to show off her power that she was a senator, presidential nominee and secretary of state. And also Hillary Clinton used '*you*' which is refers to the audience who support her to become who she is.

Data 12

When Bill and I viewed the AIDS quilt for the first time, or the determination of AIDS activists that I met from Los Angeles to New York who were literally fighting for their lives and reminding us that silence equals death(a/PRO)(a/PERS).

Another pronoun which Hillary Clinton used to symbolize the unity between her and her audience is 'us'. Hillary Clinton used 'us' in her speech to create a positive representation for Hillary Clinton and her listener. 'Us' in her speech identified that Hillary Clinton and her listener have the same nationality, and share the same thought.

Data 13

You know people who can't afford to come to this great dinner and who looked so terrific in their fancy beautiful outfits. Because they live somewhere in America where they're still afraid to be who they are and to love who they love(a/PRO)

Hillary Clinton used '*they*' as the pronoun in her speech because she wants to create an emotional feeling when she explains about the discrimination that afflicts LGBT. Hillary Clinton used '*they*' to demonstrate that there are a lot of people who still afraid to show off their sexual identity.

4.1.1.1.2 Semantic style

Semantic analysis aimed to find the meaning of the text with elaborated two points, there are background and detail and presupposition. By focused those aspects the researcher identified the actual meaning of Hillary Clinton speech toward the LGBT issue as a part of human right below.

4.1.1.1.2.1 Background and details

Background means the additional information that given by speaker perception. In other hand, detail refers to the statement after the speaker mentioned the background.

Data 14

For starters, there's the battle for Affordable Health Care. Every time Congress and this administration try to repeal the Affordable Care Act they're not just trying to rip away health care from millions of people they're trying to roll back the law that made it illegal for insurance companies to deny coverage because of sexual orientation or gender identity(a/ATT)(a/BG). Not only that, by gutting funding for HIV and AIDS research they are threatening to undo aids-free decades of our progress toward an generation(a/ATT)(a/BG)

The researcher identified the background and details through the data above. The researcher found that Hillary Clinton gave her statement about the America administration who tried to repeal the Affordable Care Act in health care. Hillary described the america administration that they want to roll back the law about insurance companies because of sexual orientation or gender identity. Hillary elaborated her speech using negative perception words '*repeal*'; '*rip away*' '*illegal*' '*undo aids-free generation*'. Those negative words added by Hillary Clinton to persuade her listener toward his attribution. The background and detail that used by Hillary Clinton express her disappointment for America administration who repeal the law just because of gender identity and sexual orientation. This strategy often used by Hillary Clinton to impress her listener toward her action to stand for LGBT rights in the name of humanity.

4.1.1.1.2.2 Presupposition

The researcher explored the presupposition in Hillary Clinton speech. As the result, the researcher found 2 tendencies of staging toward Hillary speech.

Data 15

And around the world hundreds of millions of people live in places where they can be arrested even executed for being gay(a/ATT)(a/LC)(a/BG). The accounts from Chechnya are terrifying with more than 100 gay and bisexual men being taken from their homes and families and detained in secret prisons(a/ATT)(a/LC)(a/BG). Just last month six men were arrested for promoting sexual deviancy after waving a pride flag at a concert in Cairo Egypt. Incidents like these should really alarm every American(a/ATT)(a/LC)(a/BG)(a/PRES)

The researcher found that the tendencies of staging in Hillary Clinton speech in the first sentence. Hillary used provocative words such as '*arrested*' and '*executed*' to provoke her listener. Hillary aims to remain her listener there a lot of people around the world who is arrested and executed for being gay. Hillary Clinton stated that those incidents should be solved by her and the listener through the word 'American'

4.1.1.1.3 Stylistic Style

Stylistic analysis includes lexical choice and figure of speech that used by the speaker. Lexical choice used to deliver positive self presentation and negative presentation which influence self judgment of the listener toward the speaker. In other hand, if the speakers want to manipulate the real meaning of their speech, they should pick the right figure of speech to convey the meaning. As the result, the researcher did not find any figure of speech but in other hand the researcher found some lexical choice that Hillary Clinton used in her speech.

4.1.1.1.3.1 Lexical Choice

Lexical choice not only a form of words but also it can be a form of phrase, utterance to name a subject, situation, or object (Alex Sobur, 2006). As the result, the researcher found that Hillary Clinton used lexical choice oftenly to represent her ideas.

Data 16

And around the world hundreds of millions of people live in places where they can be arrested even executed for being gay(a/ATT)(a/LC)(a/BG). The accounts from Chechnya are terrifying with more than 100 gay and bisexual men being taken from their homes and families and detained in secret prisons(a/ATT)(a/LC)(a/BG). Just last month six men were arrested for promoting sexual deviancy after waving a pride flag at a concert in Cairo Egypt. Incidents like these should really alarm every American(a/ATT)(a/LC)(a/BG).

The data above identified that Hillary gives bad and misery images of the fact that happens in LGBT people. It aims to provoke her listener that actually the discrimination in LGBT still worst. It can be seen through the used of the word '*executed*' rather than '*death penalty*' to express her argument.

Data 17

And pay attention my friends(a/LC) because embedded in this horrible irresponsibility cruel and mean-spirited giveaway to the riches of Americans called tax reform is a five hundred billion dollar cut in Medicare and a one trillion dollar cut in Medicaid(a/LC) Based on the text above, the researcher found that the lexical choice which Hillary Clinton used in her speech is '*my friends*' as the pronoun. Hillary used my friend to call her listener, it means she wants to build a more intimate relationship as a friend than a speaker to hearer. In the other hand, Hillary also used '*horrible irresponsibility*' instead of '*irresponsibility*' to represent the negative self perspective toward the American administration who rolled back the law in insurance just because of people's sexual orientation and gender identity

4.1.1.1.4 Rhetoric Style

As the result in this stage of analysis, the researcher found hyperbole, repetition, and irony which be the types of rhetoric style in Hillary Clinton speech.

Hyperbole

Data 18

And around the world, hundreds of millions of people live in places where they can be arrested even executed for being gay(a/HP)

The use of '*around the world*' and '*hundreds of millions*' are regarded as the use of hyperbole. It is because the meaning of those phrasesare a big quantity and Hillary also symbolize that phrases as a 'great amount'.

Data 19

Now who will champion human rights and democracy not only at home and around the world, but as Eleanor Roosevelt once said in the small places close to home, the streets where people live, the schools they attend, the factories farms and offices where they work(a/HP). The data above indicates that Hillary Clinton hyperbole her speech to get the emotion of her listener. It shows through the phrases '*small place close to home'* '*the street where people live*'. It means Hillary Clinton persuade her listener to fight for LGBT discrimination and starts the grapple in the smallest situation.

Repetition and Irony

Repetition and Irony usually used to provoke and persuade the listener to agree with the speaker's statement. The strategy of using repetition and irony often times is used to build the emotion between the speaker and the listener.

Data 20

But you know there is good news, there is good news, even in these perilous times we are seeing glimmers of hope and the wave of grassroots activism across America.(a/RP)

The repetition through the data above shows that Hillary wants to give oppression through '*good news*' that actually there is still a lot of hopes to make LGBT rights become more equal through grassroots activism across America.

Data 21

Now, you know these attacks on the LGBT community here at home and around the world are striking and scary(a/RP).

The researcher found that in the data above Hillary Clinton used irony strategy because as it mentioned that there is still a lot of attacks on LGBT community in everyplace and everywhere through the phrase 'around the world' 'at home'

4.1.1.2 Superstructure

4.1.1.2.1 Schemata

Schema examines the chronological order of the discourse structure itself. It started from the beginning until the end of the discourse. It consists of four parts, first is the opening and its follows with main content and conclusion, then ended with closing statement of the speech. Those parts lead the audience to get the message point of the speech. The researcher identified the chronological order of the video that has been uploaded in Human Right Campaign Organization (HRCO)'s youtube channel and its delivered as follow:

Summary	America become better a hand, Hillary also men- against the LGBT rights. still continue the p discrimination of LGBT	ts that LGBT rights in and equal but in the other tioned some case which She wants her listener to rogress to fight the in the name of humanity. at gay rights are human e gay rights. Hillary thanks the people who support her to become a better person that can make her stand in Human Rights Campaign organization dinner and give her speech about human rights in LGBT
Main	Main Content	case. There are a lot of
	Main Content	factsthat LGBT rights
	In minute 07:50 – 23:36	in America become better and equal, but in

1		
		other hand, Hillary
Story		mentioned several
Story		cases which against the
		LGBT rights. Because
		of that, Hillary
		persuades people to
		still fight the
		discrimination against
		LGBT in the name of
		humanity.
	Conclusion	Hillary mentioned
	In minute 23:36 –	some people who still
	25:57	continue the fight to
	23.51	against the LGBT
		discrimination and she
		also wants all of the
		people there to do the
	14 N. A.	same.
	Closing	In minute 26:03 –
		27:13
		Hillary suggest to the
		people to keep going,
		keep fighting, and
		never giving up to the
		fight the discrimination
		in LGBT.

4.1.1.3 Macrostructure

Based on the concept of macrostructure by Van Dijk (1988), the researcher analyzed Hillary Clinton speech by exploring a whole speech instead of analyzing each sentence. The researcher interpreted the main point of Hillary Clinton speech using thematic analysis of Discourse structure.

4.1.1.3.1. Thematic

In thematic analysis, the researcher focused into two main points, there are theme and topic of the discourse. As the result, the researcher found the main theme of Hillary Clinton speech is the equality of LGBT rights. The theme that the researcher found in Hillary Clinton speech is supported by several topics that Hillary's uttered in her speech.

> But as an American I am really concerned. I'm concerned about what the future holds for our country and for so many Americans. You know it fills me with joy to think about all the friends and people I've met over the years who can now marry raise a family, serve their country, live proudly and openly in ways that once seemed unimaginable but it makes my heart sink to know that so much of the progress we've worked for celebrated. Maybe even started a little bit to take for granted is nowhere. Near as secure as we'd hoped that's where each of you and the Human Rights Campaign comes in HRC has always stood for progress for a future that is better than the past you've changed hearts minds and laws you've learned from devastating losses and come back twice as strong to celebrate historic wins. You're on the front lines of the fight for full equality for LGBT Americans and all Americans

The data above shows that the topic of Hillary Clinton speech is the equality of LGBT rights. Hillary Clinton mentioned Human Right Campaign Organization as the topic of her speech because HRCO is the biggest organization that support the equality of LGBT rights. Hillary also mentioned the result of the progress that LGBT community do to create the equality in LGBT rights such as rise a new family as a LGBT people, and also a lot of unimaginable things that can LGBT do right now if it compares to the past.

Afterward, Hillary Clinton continues to talk about the discrimination that against the LGBT rights through the quotation of the speech below:

I hope you've still got a lot of fight left in you, because we have some top battles ahead. For starters there's the battle for Affordable Health Care, every time Congress and this administration try to repeal the Affordable Care Act. They're not just trying to rip away health care from millions of people, they're trying to roll back the law that made it illegal for insurance companies to deny coverage because of sexual orientation or gender identity.

Then Hillary Clinton reminds her listener to still continue the LGBT rights movement to make it become more equal. She also stated that gay rights are human rights and human rights are gay rights to share her belief to her listener. It shows through the quotation below:

> We should be leading that fight, it's why I went to Geneva to shine a light on human rights abuses. It's why I called on heads of state to stop the persecution of innocent people, and I announced the first US government strategy dedicated to combating human rights abuses against LGBT people abroad. And as I said that day and as I believe more fiercely than ever now gay rights are human rights and human rights are gay rights.

4.1.1.4 Socio Cognitive Approach

This approach followed two levels of analysis, there are macrostructure and microstructure. As the researcher stated earlier that microstructure deals with language used, communication and any kind of verbal interaction. In the other hand, inequality, dominance, and power are related to the macro level analysis. As the result, the researcher found some speech part of Hillary Clinton which can be categorized in emotional attachment, mind control, creating other individual or group image and rhetoric art in speaking. The researcher draws a table to deliver the result below:

Speech	Categorization
I will never forget the palpable feelings of pain and loss on the National Mall that day. When Bill and I viewed the AIDS quilt for the first time or the determination of AIDS activists that I met from Los Angeles to New York who were literally fighting for their lives and reminding us that silenceequals death	Emotional Attachment
 silenceequals death. So our work is not yet complete. What do we do now?. There's really only one answer, we have to keep going, we have to support each other, we have to strive for that more perfect union, we have to build that brighter future that every child deserves, and we have to be willing to speak truth to power whoever is on the receiving. I was outraged when I read on Twitter-on Twitter of all places that the president wanted to ban transgender people from serving in the military. You know and he knows, transgender people have fought and died for this country from our very beginning. They are serving in uniform with distinction right now. And the suggestion that transgender in Americans are unfit to 	Mind Control
serve is insulting and wrongAnd around the world hundreds of millions of people live in places where they can be arrested even executed for being gay. The accounts from Chechnya are terrifying with more than 100 gay and bisexual men being taken from their homes and families and detained in secret prisons. Just last month, six men were arrested for promoting sexual deviancy after waving a pride flag at a concert in Cairo Egypt.	Rhetoric Art of Speaking

As the description, the researcher identified that Hillary Clinton used emotional attachment in her introduction with recalling the past emotion to remind her listener about the past condition. Through the sentence 'I will never forget the palpable feelings of pain and loss on the National Mall that day' Hillary explained her feelings and she also recall the past condition through the phrase 'that day' to create the emotional feelings between her and her listener. Hillary Clinton continued her speech with some sentences that included as mindcontrol of her speech. She persuades people to keep continue their works to build a brighter future in LGBT rights. Through the pronoun 'we' in 'What do we do now?. There's really only one answer, we have to keep going, we have to support each other, we have to strive for that more perfect union' she tried to persuade her listener to do something together with Hillary Clinton to reach her goals to protect the LGBT rights. In the other hand, she also created the other individual image become negative through her speech, it shows in 'the president', 'he knows', 'wrong' are related to Donald Trump. Hillary Clinton created Trump image that he made a wrong decision by banned transgender people from the military.

4.2 Discussion

The researcher elaborated the findings to be discussed in this section. Firstly, to answer research question number one, the researcher needs to find the macrostructure and microstructure of Hillary Clinton speech. As the result, each topic in Hillary Clinton speech have similar function which is to persuade Hillary Clinton listener about her ideology. Hillary Clinton's ideology indicates that she believes in liberalism progressive of human equality. As she stated in her speech that she wants to make LGBT rights become more equal as same as the rights of immigrantsand refugees, civil rights and women's rights. It indicates the reason of why she started the movement to began the LGBT rights become more equal through building grassroots organizations to protect LGBT people as the minority from any certain abuses such as being executed or prisoned. It is related to the theory of liberalism progressive. In progressive-liberal aspiration the fundamental rights and shared values are essential, it can be seen towards the rights to life, the rights to have equal treatment, the rights to choose religion (Offerein, 2015). Liberalism progressive not only focus on the equality and injustice in each of individual, but also focuses on the progress or the movement of how the goals can be reached.

Deal with the previous discussion, the second result of how the liberalism progressive represented in Hillary Clinton speech is answered through microstructure and macrostructure of the speech. Hillary Clinton represented her ideology by using her persuasion sentences to persuade people that she is doing something to LGBT equal rights and she hopes her listener will do the same. Hillary Clinton mentioned about the movement that she did to reach LGBT equal rights, such as she went to Geneva to fight for human rights abuses, she also announced that US government strategy dedicated to combating human rights abuses against LGBT people abroad. Hillary also creates the other individual negative images to shows her ideology. Hillary Clinton mentioned in her speech that Donald Trump as the president starts to ban transgender to serve the military. And she also asked her listener to start to do something about that case instead of just give some critics towards him in the form of words.

The next discussion is about the socio cognitive approach which elaborated by the researcher. As the result, there are several elements that exist in Hillary Clinton speech such as impression management strategy, mind control, and create other individual images. Hillary Clinton also used rhetoric art of speaking to impress her audience and show her sympathies in LGBT abuses.

4.2.1 LGBT as Human Right in Indonesia

Lesbian, Gay, Bisexual, Transgender or as well known as LGBT is described thepeople's sexual orientation or gender identity in the society nowadays. LGBT become an issue since there are a lot of cases which indicate the discrimination that happenedover the LGBT people around the world especially in Indonesia.As the fact in 2017, there is one University in Indonesia which make the requirement for their new students to sign the petition that the students who want to register in the university are not the part of LGBT people. In 2015, students or lecturers who identify as LGBT must be kicking out from the university. LGBT people in Indonesia often gets verbal abuses in any kind of social media. According to Kadir (2007) the discrimination of LGBT people in Indonesia happens because of the Heteronormavitas term which focuses on heterosexual society. It makes the homosexual people get the discrimination in their daily life because of the heterosexual society does not want to accept them as whom they love and what the identity they really are. Because of the discrimination, LGBT people built some organizations defend their rights. The organizations exist to fight the LGBT discrimination in the name of humanity. According to Rosidah (2012) the first LGBT organization in Indonesia rise on March 01, 1982 in Solo. The organization named "*Gaya Nusantara*" also exists in Surabaya and Pasuruan. They started the LGBT organizations to stand for LGBT rights because they represented their sexual desire as God creation who are not different from the heterosexual. In their perspective, being an LGBT is the variation of their sexual orientation and there is nothing wrong with that. In this case, they declared theirself that they are also a part of human beings who must be respected by the others heterosexual (Stephen, McMullin, 1982)

Surabaya as well known as a metropolitan city also began to emerge the homosexual communities. The establishment of various comunities is colored by different backgrounds. But all of them were similar one to another. The communities want to organize themselves to make them be able to develop their potential. They are currently struggling to raise the equality of rights between homosexuals and their gender identity. There are several communities in Surabaya which support the LGBT equal rights, such as *GAYa Nusantara* and *arus pelangi*. In the other hand, some LGBT activists and women's movements dared to speak up on the public towards the discrimination of LGBT rights in Yogyakarta principle in 2006. There has been established international human rights standards to address human rights violations that against the LGBT rights

such as discriminatory treatment in seeking work, education, violations of privacy and et cetera.

4.2.2 LGBT as Human Right towards Islam Perspective

In Islam perspective, LGBT is considered as illicit act. In Islam, lesbian or as well known as *as-shaaq* is the sexual relationship between two women. There is no *khilafiyah* who state that lesbian is illegitimate. But as Muslims know that we shouldrespect and imitate our prophet Muhammad SAW include his behavior, words, and action. Based on our prophet Muhammad SAW, he stated that 'lesbianism is like *zina* among women' (HR. Thabani). In other hand, gay in Islam known as *irwath*. And its clearly stated that gay is forbidden in Islam religion. As Muhammad SAW stated that 'Allah has condemned anyone who acts like the people of prophet Luth'(HR Ahmad). Islam also forbids women who resemble men and vice versa or as well known as transgender. It was proved by our prophet Muhammad SAW that he condemned women who resemble men and vice versa (HR Ahmad). As the penalties of transgender, they are expelled from their village. Our prophet, Muhammad SAW said 'drive them out of your house' to Fulan, and Umar RA also did the same (HR. Bukhari).

In the other hand, LGBT people still seek for their rights in the name of humanity. There are a lot of Muslims who fight the discrimination of LGBT rights. They believe that everybody has the equal rights to choose who they want to be. Those kinds of thought include in liberalism ideology that people are free to choose their own freedom. The researcher argues that the more they embrace their thought into liberalism, the more they reduce their religious side as a Muslims. As the researcher stated earlier that Islam is strictly prohibited the LGBT acts. And nowadays, people rule out the religious value when they discuss the LGBT caused. Actually human rights cannot be the standard of LGBT legitimacy. It is because the society nowadays is wrongly constructed by the discourses of humanity and put Islam (or other religion) as the second standard instead of the first standard to access and control public power towards LGBT. As a Muslims, we can not put human rights as the standard, it is because by accepting the LGBT rights actually we consent people to do the sin, and it is wrong.

Used islam perspective as first standard in LGBT legitimacy, it clearly shows through some Quranic verse that Homosexual acts are strictly forbidden in Islam. In the holy Quran, the people of Prophet Lut have been discussed often. Quran discusses the homosexuality acts in a number of verses.

And [We had sent] Lot when he said to his people, "Do you commit such immorality as no one has preceded you with from among the worlds?(80)Indeed, you approach men with desire, instead of women. Rather, you are a transgressing people."(81) <u>Al-Araf 80-81</u>

Do you approach males among the worlds(165). And leave what your Lord has created for you as mates? But you are a people transgressing."(166) Ash-Shura 25:165-166 "Do you indeed approach men with desire instead of women? Rather, you are a people behaving ignorantly." Al-Naml 27:55

By looking into several Quranic verse above, make the researcher realize that LGBT people still do not understand that they are actually wrongly constructed by the discourses of humanity and put Islam as the second standard. For the solution, as a Muslims, the researcher argue thatverbal discrimination against LGBT people is the malicious effort to make them back to the right way. In the other hand, Muslims must spread the truth that LGBT is prohibited through social media, magazine or any other communication tools to make people who is a part of LGBT aware about their mistakes that sees LGBT is a part of human rights.

CHAPTER V

CONCLUSION AND SUGGESTION

As the final chapter, it contains the summaries that include a brief explanation about the result and give suggestion for the next researcher who wants to explore this related study.

5.1 Conclusion

This research discussed Critical Discourse Analysis in Hillary Clinton speech which has been uploaded in Human Right Campaign Organization youtube channel about LGBT issue as human right. As the CDA research, the researcher analyzed the data used Van Dijk theory that divides into several CDA structure, there are microstructure, superstructure, and macrostructure of the text. The researcher also used Socio Cognitive Approach to elaborate the superstructure schema. The analysis of microstructure elaborated the detailed analysis of the text those are: syntactic style, semantic style, stylistic style and rhetoric style. In the other hand, the researcher also used Socio Cognitive Approach to reveal the schema of the speech. The researcher delivereed the conclusion as follows:

 Hillary Clinton used some of linguistics features to manipulate her language, and its aimed to persuade her listener about her ideology. As it is shown, Hillary Clinton's ideology toward the LGBT issue in human rights is liberalism progressive. Liberalism progressive means the individual not only focus on the equality and injustice in each of individual, but also focuses on the progress or the movement of how the goals can be reached.

- 2. Liberalism progressive represented in Hillary Clinton speech is answered through microstructure and macrostructure of the speech. Hillary Clinton represented her ideology by using her persuasion sentences to persuade people that she is doing something to LGBT equal rights and she hopes her listener will do the same.
- 3. There are several elements that exist in Hillary Clinton speech according to Socio Cognitive Approach such as impression management strategy, mind control, and create other individual images. Hillary Clinton also used rhetoric art of speaking to impress her audience and show her sympathies in LGBT abuses.

5.2 Suggestion

The researcher suggests for the next researchers who want to focus on CDA research should reveal the different variation data such as in movie transcript, advertisement, newspaper about inequality. The researcher hopes this present research can be a good reference in linguistics field and inspire the next researcher to conduct further analysis.

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