PERSUASIVE STRATEGIES AND TECHNIQUES USED IN DONALD TRUMP'S CAMPAIGN SPEECH IN PENNSYLVANIA (2020)

THESIS

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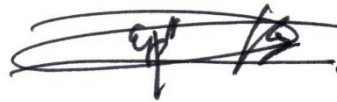
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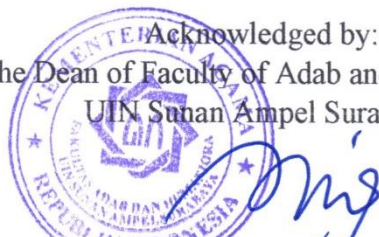NIP. 197810062005012004

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ABSTRACT

Latifah, F. (2024). *Persuasive Strategies and Techniques Used in Donald Trump's Campaign Speech in Pennsylvania (2020).* English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd. (II) Tristy Kartika Fi'aunillah, M.A.

The study aims to discuss persuasive stategies and techniques used in Donald Trump's campaign speech in Pennsylvania (2020). There are two problems to be solved in this study, namely: (1) what types of persuasive techniques are used in Donald Trump's campaign speech in Pennsylvania (2020); (2) How persuasive strategies are applied to the persuasive techniques used in Donald Trump's campaign speech in Pennsylvania (2020)

Researcher used qualitative method to analyze data, researcher downloaded video transcripts of Donald Trump's campaign speech. Then the researcher classified the data based on Aristotle's theory regarding persuasive strategies and Gorys Keraf's theory regarding persuasive techniques. The analysis continued to identify persuasive strategies and techniques in Donald Trump's campaign speech. Finally, discussed about persuasive strategies and persuasive techniques used by Donald Trump in his campaign speech in Pennsylvania (2020).

This research reveals that Donald Trump predominantly used ethos persuasive strategy and projection persuasive technique in his campaign speech in Pennsylvania (2020). The researcher found 16 data consisting of 4 persuasive pathos, 5 persuasive strategies logos, and 7 persuasive strategies data ethos. The researcher found how each persuasive strategy is applied in 7 persuasive techniques based on Gorys Keraf's theory, namely the persuasive strategy of pathos is applied to the persuasive techniques of rationalization and suggestion because both techniques require emotional control but in different ways. The persuasive logos strategy is applied to the persuasive techniques of identification and compensation because both techniques require arguments that state data so that they are more believable. The persuasive ethos strategy is applied to the persuasive techniques of suitability, projection, and replacement because these three persuasive techniques focus on maintaining credibility in different ways. 29 data consisting of 7 persuasive rationalization techniques, 1 identification persuasive techniques, 2 suggestion persuasive techniques, 1 suitability persuasive techniques, 7 compensation persuasive techniques, 11 projection persuasive technique, and 2 displacement persuasive techniques. Through this research, it can be seen that Donald Trump's persuasive style to get votes and become president is to show his credibility by mentioning his opponent's mistakes so that his opponent's credibility decreases.

Keywords: persuasive techniques, speech, campaign, Donald Trump, persuasive strategies

ABSTRAK

Latifah, F. 2024. Strategi *dan Teknik Persuasif yang Digunakan dalam Pidato Kampanye Donald Trump di Pennsylvania (2020)*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd, (II) Tristy Kartika Fi'aunillah, M.A.

Penelitian ini bertujuan untuk membahas strategi dan teknik persuasif yang digunakan dalam pidato kampanye Donald Trump di Pennsylvania (2020). Ada dua permasalahan yang ingin dipecahkan dalam penelitian ini, yaitu: (1) jenis teknik persuasif apa yang digunakan dalam pidato kampanye Donald Trump di Pennsylvania (2020); (2) Bagaimana strategi persuasif diterapkan pada teknik persuasif yang digunakan dalam pidato kampanye Donald Trump di Pennsylvania (2020)

Peneliti menggunakan metode kualitatif untuk menganalisis data, peneliti mengunduh transkrip video pidato kampanye Donald Trump. Kemudian peneliti mengklasifikasikan data berdasarkan teori Aristoteles mengenai strategi persuasif dan teori Gorys Keraf mengenai teknik persuasif. Analisis dilanjutkan dengan mengidentifikasi strategi dan teknik persuasif dalam pidato kampanye Donald Trump. Terakhir dibahas mengenai strategi persuasif dan teknik persuasif yang digunakan Donald Trump dalam pidato kampanyenya di Pennsylvania (2020).

Penelitian ini mengungkapkan bahwa Donald Trump dominan menggunakan strategi etos persuasif dan teknik proyeksi persuasif dalam pidato kampanyenya di Pennsylvania (2020). Peneliti menemukan 16 data yang terdiri dari 4 data pathos persuasif, 5 data strategi persuasif logos, dan 7 data strategi persuasif ethos. Peneliti menemukan bagaimana masing-masing strategi persuasif diterapkan dalam 7 teknik persuasif berdasarkan teori Gorys Keraf yaitu strategi persuasif pathos diterapkan pada teknik persuasif rasionalisasi dan sugesti karena kedua teknik tersebut memerlukan pengendalian emosi namun dengan cara yang berbeda. Strategi logos persuasif diterapkan pada teknik persuasif identifikasi dan kompensasi karena kedua teknik tersebut memerlukan argumen yang menyatakan data agar lebih dapat dipercaya. Strategi etos persuasif diterapkan pada teknik persuasif kesesuaian, proyeksi, dan penggantian karena ketiga teknik persuasif ini fokus menjaga kredibilitas dengan cara yang berbeda. 29 data yang terdiri dari 7 teknik rasionalisasi persuasif, 1 teknik persuasif identifikasi, 2 teknik persuasif sugesti, 1 teknik persuasif kesesuaian, 7 teknik persuasif kompensasi, 11 teknik persuasif proyeksi, dan 2 teknik persuasif perpindahan. Melalui penelitian ini terlihat bahwa gaya persuasif Donald Trump untuk mendapatkan suara dan menjadi presiden adalah dengan menunjukkan kredibilitasnya dengan menyebutkan kesalahan lawannya sehingga kredibilitas lawannya menurun.

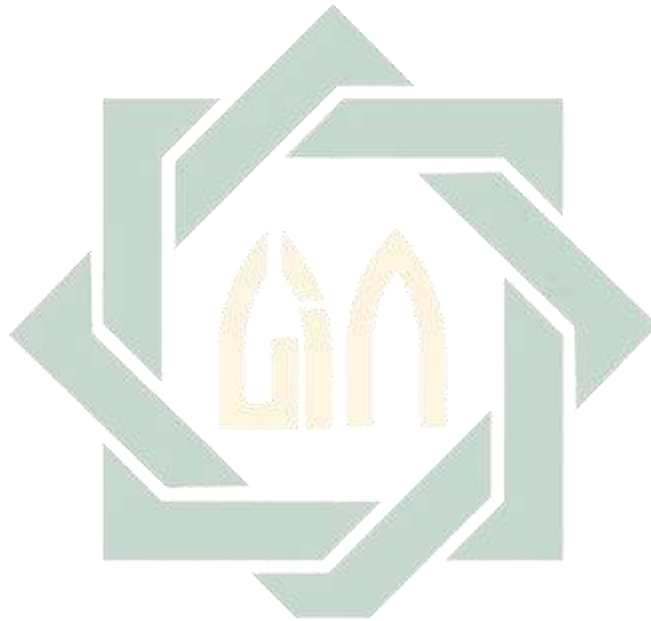**Kata Kunci**: teknik persuasif, pidato, kampanye, Donald Trump, strategi persuasif

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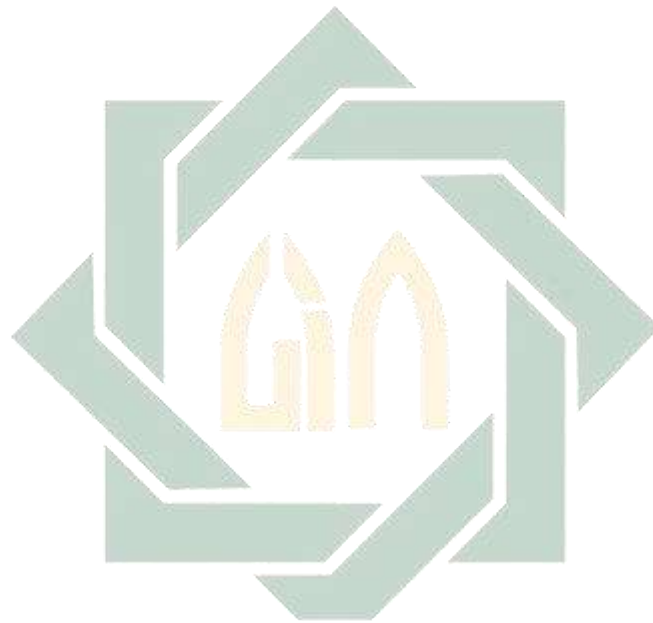
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