

**ANALYSIS OF IDEOLOGIES IN DONALD TRUMP'S POLITICAL
CAMPAIGN SPEECH: A SOCIO-COGNITIVE APPROACH**

THESIS



**UIN SUNAN AMPEL
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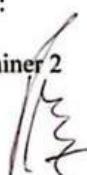
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ABSTRACT

Aulia, R. S. (2024). *Analysis of Ideologies in Donald Trump's Political Campaign Speech: A Socio-Cognitive Approach*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. H. Mohammad Kurjum, MAg., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

This study aims to examine the ideologies contained in Donald Trump's campaign speech and the rhetorical strategies used to reinforce his ideology. The researcher selected one of his campaign speech titled *No Welfare for Illegal Aliens*, which discusses his policy to end welfare for illegal immigrants and criticizes the Biden administration. In this study, the researcher addresses the following research questions: (1) What ideologies are contained in Donald Trump's campaign speech from a socio-cognitive approach? (2) How do rhetorical strategies in Donald Trump's Political Campaign Speech reinforce the ideologies?

This research uses a descriptive qualitative method to obtain a clear and systematic description of the phenomena being studied. Descriptive study in textual analysis is applied in this research to analyze the transcript of Trump's campaign speech. Data is collected from the transcription of Trump's speech videos available on his official website. The transcription is then explained by identifying the ideologies adopted by Trump using Van Dijk's socio-cognitive approach. The analysis continues by identifying the language strategies employed by Trump in his speech through the application of the rhetorical strategies established by Van Dijk.

The results of the study show that Trump's speech contains several ideologies, including nationalism, anti-communism, economic conservatism, and populism. Furthermore, rhetorical strategies in Trump's speech significantly reinforces the ideologies he wants to convey. The researcher found that Trump adopted several rhetorical strategies. The ideology of nationalism is strengthened using strategies in the form of negative other-presentation, victimization, burden (topos), authority, and categorization. Furthermore, the anti-communism ideology is strengthened by using the hyperbole and polarization strategy. Third, the economic ideology of conservatism is strengthened by using strategies in the form of number game, burden (topos), hyperbole, and victimization. Finally, the ideology of populism is strengthened by strategies in the form of polarization, victimization, norm expression, positive self-presentation, and consensus. This study shows that Trump's method of conveying his ideology through his campaign speech can have an impact on various aspects of social, political, and public policy life.

Keywords: ideology, Donald Trump, campaign speech, socio-cognitive, Van Dijk's rhetorical strategies

ABSTRAK

Aulia, R. S. (2024). *Analisis Ideologi dalam Pidato Kampanye Politik Donald Trump: Pendekatan Socio-kognitif*. Jurusan Sastra Inggris Fakultas Adab dan Humaniora UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. H. Mohammad Kurjum, MAg., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

Penelitian ini bertujuan untuk meneliti ideologi yang terkandung dalam pidato kampanye Donald Trump serta strategi penggunaan bahasa dalam memperkuat ideologinya. Peneliti memilih salah satu pidato kampanyenya yang berjudul *No Welfare for Illegal Aliens* yang membahas mengenai kebijakannya yang akan menghentikan kesejahteraan imigran ilegal dan mengkritisi pemerintahan Joe Biden. Dalam studi ini penulis menjawab rumusan masalah dalam penelitian ini yaitu (1) Ideologi apa yang terkandung dalam pidato kampanye Donald Trump ditinjau dari pendekatan sosio-kognitif? (2) Bagaimana strategi retoris dalam pidato kampanye politik Donald Trump menguatkan ideologi?

Penelitian ini menggunakan metode kualitatif deskriptif untuk mendapatkan deskripsi yang jelas dan sistematis tentang fenomena yang sedang dipelajari. Studi deskriptif dalam analisis teksual diterapkan dalam penelitian ini untuk menganalisis naskah pidato kampanye Trump. Data dikumpulkan dari transkripsi video pidato Trump yang bisa dilihat di website resminya. Transkripsi kemudian dijelaskan dengan mengidentifikasi ideologi yang dianut Trump dengan menggunakan pendekatan sosio-kognitif dari Van Dijk. Analisis dilanjutkan dengan identifikasi strategi bahasa yang diterapkan oleh Trump dalam pidatonya dengan penerapan kategori analisis yang disusun oleh Van Dijk.

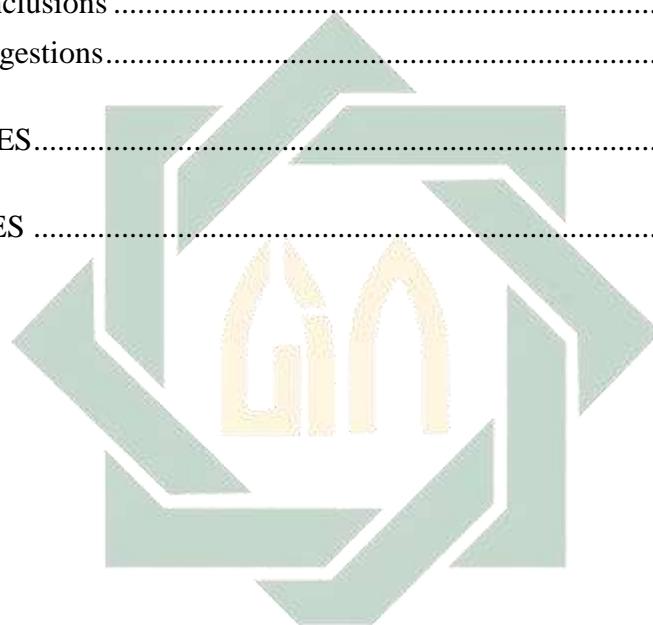
Hasil penelitian menunjukkan bahwa pidato Trump mengandung beberapa ideologi, antara lain nasionalisme, anti-komunisme, konservativisme ekonomi, dan populisme. Selain itu, strategi retorika dalam pidato Trump secara signifikan memperkuat ideologi yang ingin disampaikan. Peneliti menemukan bahwa Trump menggunakan beberapa strategi retorika. Ideologi nasionalisme diperkuat dengan menggunakan strategi berupa presentasi negatif, viktимisasi, beban (topos), otoritas, dan kategorisasi. Selanjutnya, ideologi anti-komunisme diperkuat dengan menggunakan strategi hiperbola dan polarisasi. Ketiga, ideologi konservativisme ekonomi diperkuat dengan menggunakan strategi berupa permainan angka, beban (topos), hiperbola, dan viktимisasi. Terakhir, ideologi populisme diperkuat dengan strategi berupa polarisasi, viktимisasi, ekspresi norma, presentasi diri yang positif, dan konsensus. Penelitian ini menunjukkan bahwa cara Trump dalam menyampaikan ideologinya melalui pidato kampanyenya dapat berdampak pada berbagai aspek kehidupan sosial, politik, dan kebijakan publik.

Kata Kunci: ideologi, Donald Trump, pidato kampanye, pendekatan socio-kognitif, kategori analisis Van Dijk

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