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

THESIS

BY:

RISKA SIFA AULIA

REG. NUMBER 03020320073

ENGLISH LITERATURE DEPARTMENT

FACULTY OF ADAB AND HUMANITIES

UNIVERSITAS ISLAM NEGERI SUNAN AMPEL

SURABAYA

2024

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Name : Riska Sifa Aulia
NIM : 03020320073
Department : English Literature
Faculty : Adab and Humanities
University : UIN Sunan Ampel

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Reg. Number. 03020320073

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

by

Riska Sifa Aulia

Reg. Number 03020320073

approved to be examined by the board of examiners of English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya

Surabaya, June 6th 2024

Advisor 1	Advisor 2
Prof. Dr. H. Mohammad Kurjum, M.Ag.	Prof. Dr. A. Dzo'ul Milal, M.pd.
NIP. 196909251994031002	NIP. 196005152000031002

Acknowledged by

The Head of the English Literature Department

Endratno Pilih Swasono, M. Pd.

NIP. 197106072003121001

EXAMINER SHEET

This is to certify that the *Sarjana* thesis of Riska Sifa Aulia (Reg. Number 03020320073) entitled **ANALYSIS OF IDEOLOGIES IN DONALD TRUMP'S POLITICAL CAMPAIGN SPEECH: A SOCIO-COGNITIVE APPROACH** has been approved and accepted by the board of examiners for the degree of *Sarjana Sastra (S.S.)*, English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, June 26th 2024

Board of Examiners:

Examiner 1

Prof. Dr H. Mohammad Kurjum, M. Ag
NIP. 196909251994031002

Examiner 2

Prof. Dr. A. Dzo'ul Milal, M. Pd.
NIP. 196005152000031002

Examiner 3

Endratno Pilih Swasono, M.Pd
NIP. 197106072003121001

Examiner 4

Raudlotul Jannah, M. App. Ling
NIP. 197810062005012004

Acknowledged by:
The Dean of Faculty of Adab and Humanities
UIN Sunan Ampel Surabaya

Prof. Dr. H. Achmad Zaini, M. A.
NIP. 197005121995031002

KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN
Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

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Nama : Riska Sifa Aulia
NIM : 03020320073
Fakultas/Jurusan : FAHUM / Sastra Inggris
E-mail address : riskasifaaulia16@gmail.com

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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

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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 tekstual 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, konservatisme 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, viktimisasi, beban (topos), otoritas, dan kategorisasi. Selanjutnya, ideologi anti-komunisme diperkuat dengan menggunakan strategi hiperbola dan polarisasi. Ketiga, ideologi konservatisme ekonomi diperkuat dengan menggunakan strategi berupa permainan angka, beban (topos), hiperbola, dan viktimisasi. Terakhir, ideologi populisme diperkuat dengan strategi berupa polarisasi, viktimisasi, 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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