

**MANIPULATION STRATEGIES IN POLITICAL
DISCOURSE OF JOE BIDEN’S “WE STAND WITH
ISRAEL” SPEECH: CRITICAL DISCOURSE ANALYSIS**

THESIS



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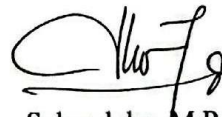
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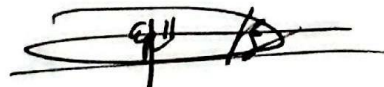
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ABSTRACT

Masyithoh, D. (2025). *Manipulation Strategies in Political Discourse of Joe Biden's "We Stand with Israel" Speech: Critical Discourse Analysis*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, M.A., (II) Suhandoko, M.Pd.

This study aims to analyze the use of manipulation strategies in the speech by Joe Biden entitled "We Stand with Israel. This speech contains statements delivered by Joe Biden regarding the conflict between Israel and Palestine. Joe Biden shows his support for Israel by including the reasons why the United States supports Israel in this crisis. This speech creates various comments from the audience because it raises a very sensitive humanitarian issue. There are two research questions answered in this study, including: (1) What are manipulation strategies used in Joe Biden's speech based on Van Dijk's theory? and (2) How does context influence the strategies of Joe Biden's speech based on Van Dijk's theory?

The research method used in this study is the qualitative descriptive method, which uses the manipulation strategies theory by Van Dijk (2008). The data used for this study comes from the transcript text of the video of the speech by the President of the United States, Joe Biden entitled "We Stand with Israel." After that, it is continued by including how the context influences the strategies used by Joe Biden in his speech.

This study found that Van Dijk has nine manipulation strategies. The researcher found that Joe Biden used the most positive self-presentation in the overall manipulation strategies in his speech, which was 9 out of a total of 40 data. This shows that Biden uses the most pronouns to represent the "Us" party in his speech. The researcher then includes evidence that the statements given by Joe Biden in his speech contain manipulation. By analyzing manipulation strategies, researchers understand how a statement can influence others.

Keywords: manipulation strategies, political discourse, speech

ABSTRAK

Masyithoh, D. (2025). *Strategi Manipulasi dalam Wacana Politik Pidato Joe Biden “We Stand with Israel”*: Analisis Wacana Kritis. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, M.A., (II) Suhandoko, M.Pd.

Penelitian ini bertujuan untuk menganalisis penggunaan strategi manipulasi dalam pidato Joe Biden yang berjudul “We Stand with Israel”. Pidato ini berisi pernyataan yang disampaikan Joe Biden terkait konflik antara Israel dan Palestina. Joe Biden menunjukkan dukungannya terhadap Israel dengan mencantumkan alasan mengapa Amerika Serikat mendukung Israel dalam krisis ini. Pidato ini menimbulkan berbagai komentar dari audiens karena mengangkat isu kemanusiaan yang sangat sensitif. Ada dua pertanyaan yang dijawab dalam penelitian ini, meliputi: (1) Apa saja strategi manipulasi yang digunakan dalam pidato Joe Biden berdasarkan teori Van Dijk? dan (2) Bagaimana konteks memengaruhi strategi pidato Joe Biden berdasarkan teori Van Dijk?

Metode penelitian yang digunakan dalam penelitian ini adalah metode Deskriptif Kualitatif dengan menggunakan teori strategi manipulasi oleh Van Dijk (2008). Data yang digunakan untuk penelitian ini berasal dari teks transkrip video pidato Presiden Amerika Serikat, Joe Biden yang berjudul “We Stand with Israel.” Setelah itu dilanjutkan dengan menambahkan bagaimana konteks memengaruhi strategi yang digunakan Joe Biden dalam pidatonya.

Penelitian ini menemukan bahwa terdapat sembilan strategi manipulasi yang dilakukan Van Dijk. Peneliti menemukan bahwa Joe Biden menggunakan presentasi diri yang paling positif dalam keseluruhan strategi interaksi dalam pidatonya, yaitu sebanyak 9 dari total 40 data. Hal ini menunjukkan bahwa Joe Biden paling banyak menggunakan kata ganti yang mewakili pihak “kita” dalam pidatonya. Peneliti kemudian menyertakan bukti bahwa pernyataan yang diberikan Joe Biden dalam pidatonya mengandung manipulasi. Dengan menganalisis strategi manipulasi, peneliti memahami bagaimana sebuah pernyataan dapat memengaruhi orang lain.

Kata Kunci: strategi manipulasi, wacana politik, pidato

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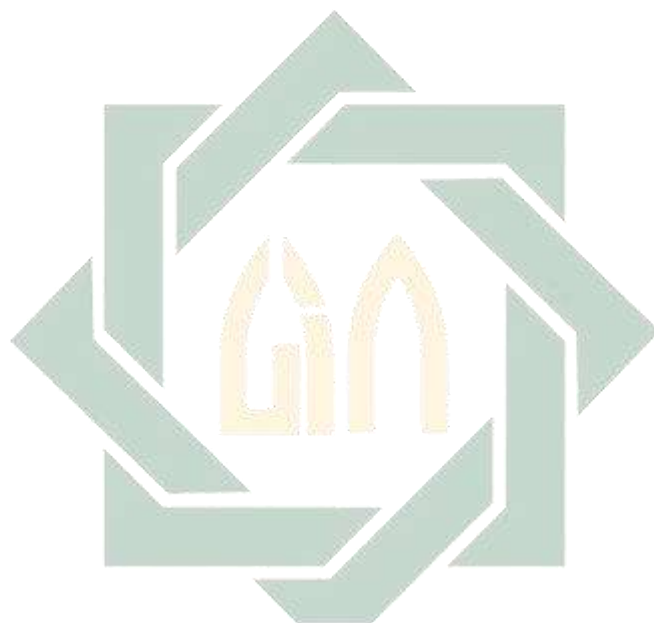
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