

**A CORPUS-ASSISTED ANALYSIS OF FRAMING
STRATEGIES IN DONALD TRUMP'S 2024
PRESIDENTIAL CAMPAIGN SPEECHES**

THESIS



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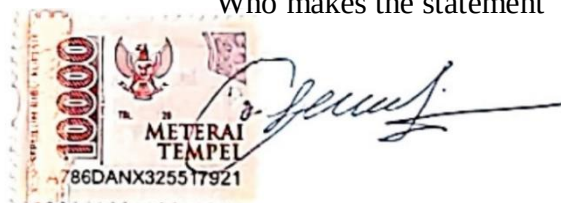
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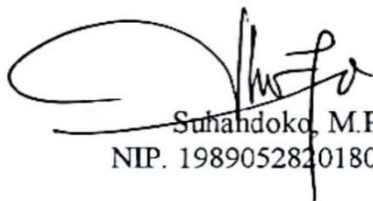
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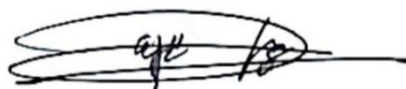
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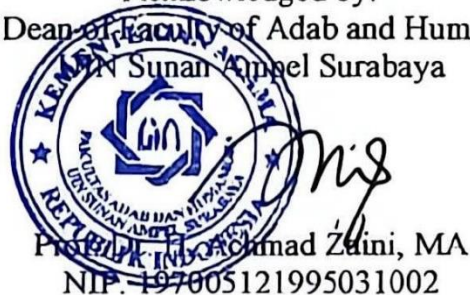
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ABSTRACT

Magfiroh, N. S. (2026). *A Corpus-Assisted Analysis of Framing Strategies in Donald Trump's 2024 Presidential Campaign Speeches*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pili Swasono, S.Pd., M.Pd.

In political competition, campaign speech becomes one of the main aspects that receives public attention because it shapes image and influences public reception of a political actor. Previous research has focused on patterns of positive aspect use in the victory factors of political actors, yet attention to the influence of the combination of positive and negative aspects remains limited. This study aims to analyze the use of evaluative adjectives in Trump's campaign speeches in the 2024 US Presidential Election to reveal how he frames himself and his opponents. The significance of this study lies in the field of linguistics by enriching framing analysis and corpus linguistics research, as well as for the public by enhancing their ability to understand messages more critically in a political context.

This study applies a corpus-based mixed method. The quantitative approach is conducted through corpus analysis to identify adjectives in Trump's 2024 campaign speeches. The quantitative results are then analyzed qualitatively by means of the four analytical devices of Entman's framing model. This study attempts to reveal Trump's framing of both himself and his political opponents. The data collection technique used in this study is documentation.

The findings show that Trump uses evaluative adjectives to build a self-representation as a figure who is capable of improvement for US condition. Other adjectives are used to frame political opponents as obstructive parties. There are eight evaluative adjectives for each of the self-frame and opponent frame. This study concludes that the use of evaluative language is an effective rhetorical strategy for politicians to attract voter support and influence public perception in the context of political campaigns in the 2024 US Presidential Election.

Keywords: framing, evaluative adjectives, Donald Trump, corpus analysis

ABSTRAK

Magfiroh, N. S. (2026). *Analisis Berbantuan Korpus terhadap Strategi Framing dalam Pidato Kampanye Presiden Donald Trump Tahun 2024*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pili Swasono, S.Pd., M.Pd.

Dalam kompetisi politik, pidato kampanye menjadi salah satu aspek utama yang mendapat perhatian publik karena membentuk citra dan memengaruhi penerimaan publik terhadap seorang aktor politik. Penelitian sebelumnya telah berfokus pada pola penggunaan aspek positif dalam faktor kemenangan aktor politik, namun perhatian terhadap pengaruh kombinasi aspek positif dan negatif masih terbatas. Penelitian ini bertujuan untuk menganalisis penggunaan kata sifat evaluatif dalam pidato kampanye Trump pada Pemilihan Presiden Amerika Serikat tahun 2024 untuk mengungkap bagaimana dia membingkai dirinya sendiri dan lawan-lawannya. Signifikansi penelitian ini terletak pada bidang linguistik dengan memperkaya analisis framing dan penelitian linguistik korpus, serta bagi masyarakat dengan meningkatkan kemampuan mereka untuk memahami pesan secara lebih kritis dalam konteks politik.

Penelitian ini menerapkan metode campuran berbasis korpus. Pendekatan kuantitatif dilakukan melalui analisis korpus untuk mengidentifikasi kata sifat pada pidato kampanye Trump tahun 2024. Hasil kuantitatif selanjutnya dianalisis secara kualitatif dengan menggunakan empat perangkat analisis dari model framing Entman. Penelitian ini berusaha mengungkap pembingkai Trump terhadap dirinya sendiri maupun lawan politiknya. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah dokumentasi.

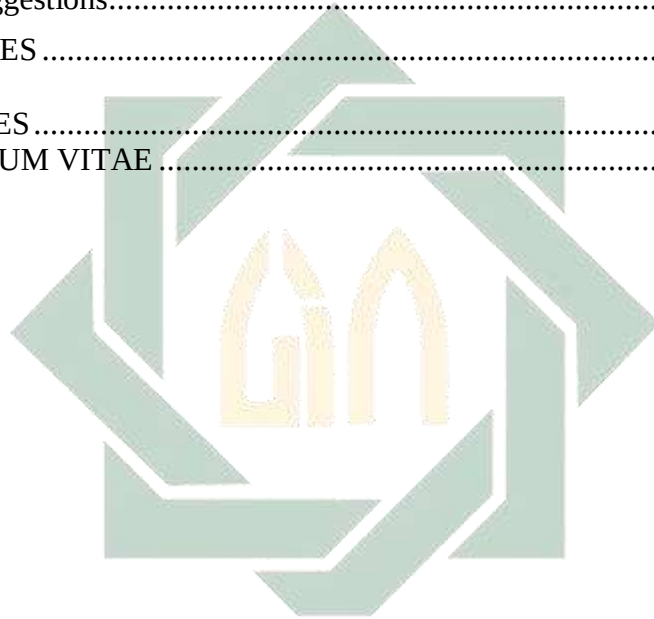
Temuan menunjukkan bahwa Trump menggunakan kata sifat evaluatif untuk membangun representasi diri sebagai sosok yang mampu melakukan perbaikan terhadap kondisi Amerika Serikat. Kata sifat lainnya digunakan untuk membingkai lawan politik sebagai pihak yang menghambat. Terdapat delapan kata sifat evaluatif untuk masing-masing bingkai diri dan bingkai lawan. Penelitian ini menyimpulkan bahwa penggunaan bahasa evaluatif merupakan strategi retorik yang efektif bagi politisi untuk menarik dukungan pemilih dan memengaruhi persepsi publik dalam konteks kampanye politik pada Pemilihan Presiden Amerika Serikat tahun 2024.

Kata Kunci: framing, kata sifat evaluatif, Donald Trump, analisis korpus

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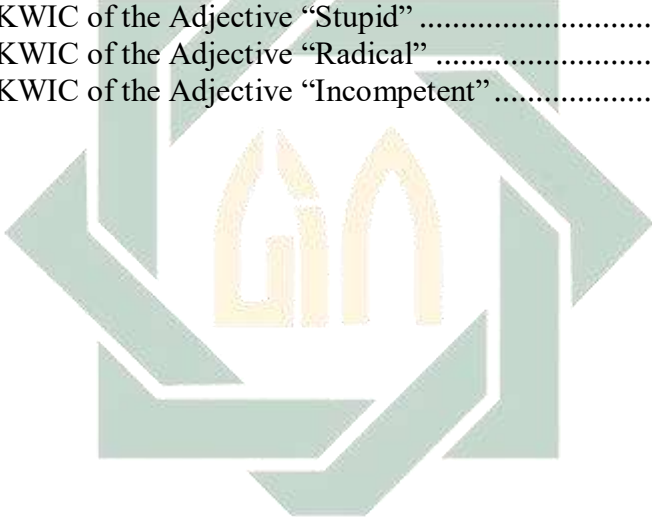
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