

SPEECH ACT CLASSIFICATION IN DONALD TRUMP'S POLICY-CAMPAIGN OF THE UPCOMING PRESIDENTIAL ELECTION USA 2017

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Abstrak

Penelitian ini membahas mengenai klasifikasi tindak tutur pada kampanye kebijakan Donald Trump pada pemilihan presiden Amerika Serikat 2017. Disinyalir Donald Trump menghimpun kekuatan dan pidatonya mengandung rasisme. Namun di sisi lain, pidatonya dapat mempengaruhi orang lain. Penelitian ini akan terfokus pada dua rumusan masalah; (1) Apa saja klasifikasi tindak tutur yang muncul dalam kampanye Donald Trump? dan (2) Bagaimana Donald Trump membangun kampanyenya dengan menuturkan kata-kata rasis? Maka dari itu, untuk menyelesaikan penelitian ini, metode deskriptif kualitatif diterapkan dengan menggunakan metode observasi tidak langsung, dikarenakan objek media yang digunakan adalah video. Penelitian ini menerapkan teori analisis wacana kritis dikombinasikan dengan pragmatik dalam menganalisa data. Hasil penelitian menunjukkan bahwa Donald Trump lebih sering menggunakan tindak tutur deklaratif dan direktif untuk menekankan kekuatannya dalam kampanye. Selain itu, kampanyenya juga memiliki kecenderungan rasisme.

Kata kunci: kampanye, Donald Trump, rasisme

Abstract

This study is about the speech act classification in Donald Trump's policy-campaign of the upcoming presidential election USA 2017. It is found that Donald trump is gaining power, and his speech includes racism. But on the other hand, his speech might influence other people. The center of this study is focusing on two problems; (1) What are the speech acts classification appeared in Donald Trump's campaign? and (2) How did he build his campaign by showing remarks of racism? To finish this study, the method applied was descriptive qualitative using observation non-participatory technique since it is a video. In this study, the theory of Critical Discourse Analysis and pragmatics point of view were applied to analyse the data. The finding showed that declarative and directive as the speech act classification were mostly used by Donald Trump to emphasize his power. Besides those utterances, there were also remarks of speech that showed Donald Trump had tendency in racism.

Keywords: campaign, Donald Trump, racism

INTRODUCTION

The circumstance in the United States of America was analyzed in this later thesis. This superpower country is now preparing for the election on 2016 to replace Barrack Obama as the President. The phenomenon that is controversial in nowadays' news around America and around the world is one of the presidential candidates, Donald Trump's campaign and speech.

He announced his full Statement *Banning All Muslims Entering America* in USS Yorktown Speech. He also did *on-the-phone* interview in Morning Joe TV news, MSNBC after doing the speech. The presenters provided questions that actually implying to "*kick Trump at the corner*" and make him realize that his idea is counterproductive with the constitution.

As the policy maker, or the one who is willing to make a policy, as what is stated by Bernstein, policy itself should be thinkable. According to "*Morning joe*"

TV programme, his idea is considered extreme and scaring. Factually, under *MonMouth Univerity-2016 Caucus Republicans* reported that the rating of Trump's supporter is increasing from 19% in October to 33% in November until now, after his policy campaign.

This is the highest rating among the five candidates; Cruz (20%), Marco Rubio (11%), Ben Carson (16%), Jeb Bush (4%), Carly (3%) and Paul (3%). It means, counting from *pre-policy-campaign* until the *post-policy-campaign*, he could persuade 14% people in America in less than a month. He also beat Cruz who was at the top rank for 24% quickcounts last month. Such policy campaign is now responded by lot of American Potiticians. As the candidate coming from the Republican Party, there must be pros and cons toward his policy. There are people supporting his motion at the back, whereas the rest are confronting at the face.

In the upcoming USA election 2016, he built his history under a particular to build "*Great America free from Muslims' terror.*" To be said, it is a part of racism in term of religion behind his policy, and it is ideally dangerous. Fiske (1994) said that racism in the scope of critical discourse analysis may also happen in the media consists of a list of words, images and texts, produce an understanding of the world and position and status of people (skin-colour, belief, etc.). The racist behaviour can be seen by insulting, harrassing each other in workplace or in public, doing racial graffiti, and similar aggressive anti-social acts.

Racism can be seen by how people act each other by their behaviour and talk. For example mocking, saying bad thing to other people, threatening or the other else by using their utterances. From Alexander, et al., 1987; KnorrCetina & Cicourel, 1981 explanation on how he conduct his campaign, racism existed in situation of a debate, but at the same time may enact or be a constituent part of legislation or the reproduction at racism, at the macro-level.

From the illustration above, the interesting part of Donald Trump's speech is how he delivered ideas by the supporting fact that is unfamiliar to another people but he made it familiar. He also persuades American people to be together destrotying muslim in America. He also dominates conversation to show that he has a power to deal with his policy. Lastly, his policy contains racism value represented by classification of speech acts he uttered. From what is considered as the wrong policy, the researcher finally decided to analyze his speech. Donald Trump is the only candidate that is phobia of Islam and he is the only one who is controvercial. He has his own way to construct policy because he knows that mostly American people is Christian and Islam as the second belief. By reasoning "*Muslims will destroy America*" and "*ISIS is Muslim*"

as the weapon statement, it will be easier to grab the support of people in U.S. This is good to be analyzed because at the first, Trump was in the second place of rating under Cruz's position, but after his policy campaign, he reached the first rank.

To do this research, there are some previous studies have conducted in order to give wider view about the discourse happened in real life. One thing to differ is this study is talking about political discourse that is not included in the late previous studies. First reseach has been done by Edward Haig entitled *Critical Discourse Analysis of News About Youth Crime in British Radio Programmes and Online Message Broads*. This study is about the recent news in Britain when at that time the youth crime was being the trending topic. It uses *Critical Discourse Analysis* theory of Fairclough and New Capitalism to analyse the influence of the news related to the capitalism era. It also uses *Critical Media Literacy of Leavis and Tompson* as the supporting theory. He conducted the reasearch based on qualitative description. The thesis showed a broadly similar relationship exists between the speech of professional broadcasters talking on the radio news programmes and the written comments which audience members contribute to the message broads.

The prior reseach and this study use the same Critical Discourse Analysis theory by Fairclough with the different domain. Edward's research more focused on the media discourse representation but this study is combining the pragmatic point of view, and Critical Discourse Analysis toward a political candidate. Moreover, this study is talking about the current political issue but yet it adapts the previous theory.

Second previous study is conducted by Tiara Magda Amelia. She is an student studied at English Literature Study Program, Faculty of Languages and Arts, State University of Surabaya. She discussed *Critical Analysis of Racism in Django Unchained Movie*. This study uses qualitative method in order to get clearer explanation through Van Djik's theory. This study focuses on racism in society in "*Django Unchained*" movie. "*Django Unchained*" movie contains of racism which is done by white people as dominant group. Thus, this data focuses on the utterances of dominant group as exerciser of racism. Here, the result of this study is white people as the dominant group utter racism in representative, expressive, commissive and directives.

The second previous study is one of the inspiration of the researcher because in this study, racism is also found as the data of the study. It has similarity with this study in term of racism but the different is the previous study discussed the racism by skin-colour-dominant, meanwhile this study discuss another kind of racism, i.e. religion/belief. The thesis of

the second previous study was taken from the the movie. Whereas, the researcher of this study wants to show broader than movie, that is real life which is now as the matter of world. It can be said that the researcher modifies the second previous study. In addition, the second previous study used Van Dijk's theory, but Fairclough's theory.

In sum, this study of political discourse in Trump's campaign will be focusing on how Trump builds his campaign, by delivering his idea through the campaign. It also analyses whether his speech contains racism and domination. By this premier circumstance, it is to be known whether policy being made is counterproductive. In fact, after the speech of policy, his rating is getting higher. It can be concluded that there is power behind his speech and what aspect to make people are persuaded, yet it is good to be analysed. Based on the background of the study above, the problems to be analysed are formulated as: (1) What are the speech acts classification appeared in Donald Trump's campaign? and (2) How did he build his campaign by showing remarks of racism?

Faircloughian CDA (Critical Discourse Analysis)

This theory analysed the connections between language, power and ideology. This work culminated in the publication of *Language and Power* (Fairclough 1989), where critical discourse analysis is viewed as "integrating: analysis of text, analysis of processes of text production, consumption and distribution, sociocultural analysis of the discursive event (be it an interview, a scientific paper, or a conversation)" as a whole.

Critical Discourse Analysis also plays salient role as the alternative claim naturalizing implicit of propositions of an ideological character as an pervasive in discourse and it contributes to the positioning of people as the social subjects in the society. In this case, it is not only the aspect of ideational meaning (e.g. implicit propositions needed to infer coherent links between sentences), but also how the assumptions about the social relations under the interactional practices (e.g. turn-taking systems, or pragmatic politeness conventions).

There are arguments about building this approach. First, the claim that ideologies are primarily located in the 'unsaid' (implicit propositions). Fairclough figured out French discourse analysis for an intertextual account of presupposition as what is "already said" or preconstructed" (Pecheux 1982, Fairclough 1989). The second claim is about the value of interaction involving aspects of interpersonal meaning and forms. For instance turn taking system) can be positioned as the ideological, and in addition to

the more widely discussed the case of ideational meaning and forms the context of a text. Thirdly, the theme is the theory about power as in part of ideological discourse. It means that the power to shape orders of discourse, to order discursive practice in dominance. Even casual conversational has its conditions of possibility within the relation of ideological/ discursual power.

It is stated by Norman Fairclough that the part of convention that is drawn upon in an actual events, which are structured altogether within "orders of discourse" that is associated with the constitutions, ideologically invested in a particular way. On the other hand, ideology is generated and transformed in actual discursive events- as an example; *ideological creativity in Margaret Thatcher radio interview*.

In this case, Fairclough & Wodak (1997: 271-280) summarized the main tenets of CDA as follows:

1. CDA addresses social problems
2. Power relations are discursive
3. Discourse Constitutes Society and Culture
4. Discourse does ideological work
5. Discourse is historical
6. The link between text and society is mediated
7. Discourse analysis is interpretative and explanatory
8. Discourse is a form of social action.

While Fairclough saying that events are associated with discourse, Bernstein suggested that the regulative discourse ultimately controls the instructional discourse as below to differ with Fairclough.

Speech Acts Classification

Speech Act is one of the pragmatics field. By analysing political discourse through what is said and how the subject said the utterance, it can be known that whether a utterance include racism, and how he dominates the conversation. As what is stated by Yule, there are five types of speech acts; declarations, representatives, expressives, directives, and commissives.

Declarations are those kinds of speech acts that can change the world via their utterance. For example in illustration 1. The speaker needs to have a special institutional role, in a specific context, in order to show the declaration appropriately.

- (1) a. *Lawyer: I now pronounce that she has no alliby to defend her statement.*
- b. *Jury Foreman: I said you are out of the question!*
- c. *Donald Trump: I am calling for total shutdown of Muslim in US!*

Representatives are those kinds of speech acts that state what the speaker believes to the the case

or not. The statement consist of assertions (someone who say something clearly without any hesitation), conclusions (someone who has say everything all of the conversation, he or she conclude his conversation by saying "so" or "it means that" or "it can be said"), and description (someone who wants to describe something for example describe person, personality, events, news etc).

- (2) a. *The earth is flat.*
- b. *Chomsky didn't write about chocolates.*
- c. *It is true that Obama is a President of the USA.*

Expressive are those kinds of speech acts that state the speaker feels. They express the psychological states and can be statements of pleasures (someone who feels happy or exciting, joy), pain (someone who feels hurt by somebody else, the words which are usually used "hurt" and "sick" "pain"), dislike (someone who does not like something and the words are usually used "dislike", "hate", "can not stand", "can not bear"), or even sorrow (someone who is in bad condition or uncomfortable zone). The word of expressive such as: *happy, sad, upset, love, like, hate, fear, sorry* and so on. For example:

- (3) a. *I am sorry, really sorry!*
- b. *Congratulation! I am happy you've graduated.*
- c. *Oh yeah. Being rich is great!*

Directive is type of speech act which want to someone do something. Usually the word of directives contains of requesting, (using question words such as who, what, why, which, whose, and how), commanding is about how to people give a command to someone to do something, usually in imperative sentence like "open the door!"), inviting (a person who wants to invite someone to join or attend his or her event), forbidding (usually to ask someone not to do the harm thing), suggesting (the word, usually use in suggesting is should or ought to). As what is illustrated below:

- (4) a. *Give me bottle of water! Right now!*
- b. *Could you lend me a laptop, please?*
- c. *You should to stay away from him.*

In using directive, the speaker attempts to make the world fit the words (via the hearer).

Commissives means those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends to do later in the future. They involve Like promising (the word which is used in promising is "promise", "will"), threatening (threatening is like someone who wants to say something rude and harm to person, it has impact to the future), refusing (the word which is usually appeared in refusing sentence is "no", it is like person

who does not want to do something of accept a thing). It can be formulated like below:

- (5) a. *I'll be right back in a couple minutes.*
- b. *I'm gonna kill him right away!*
- c. *I won't say that again.*

METHOD

This study applies qualitative method to define how Donald Trump build his speech, by showing his power and domination in *on-the-phone* interaction, the racism and the speech influence to American people. This study is using two perspective in analysing Donald Trump's speech. Besides using Critical Discourse Analysis theory by Fairlough to reveal Trump's power in influencing people, it also uses pragmatics perspective to help analysing the conversational analysis and the speech act uttered by the subject to show the power and domination when he did *on-the-phone* interaction. The subject in this study is only Donald Trump, not the other 5 candidates. The data used are words, phrases, or sentences in the form of conversation uttered by Donald Trump in his speech campaign and the presenters of the "On-The-Phone With Trump" in Morning Joe TV programme. This study uses data as below, because these three datas are related each other:

1. Donald Trump On Muslim Travel Ban- *I'm Using Common Sense* (Interview Part 1) – MSNBC
2. Donald Trump On Muslim Travel Ban, *Obama And 2016* (Interview Part 2) – MSNBC

The data is collected by doing indirect observation using documentation through youtube. There are view steps to get the data. First is watching the video. Secondly, the utterances are transcribed. Then finally the conversation of Donald and the presenters are analysed.

RESULT AND DISCUSSION

• How Donald Trump built his speech

The way Donald Trump build his speech, by showing his power and domination in *on-the-phone* interaction is by providing data that according to him is true, and they support his aim. It can be seen from the conversational system. (. . .) *unimportant data reduced*

Table 1. Donald Trump's Speech Act

List of Utterances	Type of speech act
Donald: I am calling for total and complete shutdown of muslims entering the United States.	Declarative
Donald: I am using common sense, I spoke in front of thousands of people (. . .).	

These two statements by Donald Trump are categorized as declarative statement. In this case, he declared that he was going to ban the muslim entering the United States. From this situation, seen from critical analysis of discourse, it shows that he has power to say that because has an event or agenda, or he was shaped by the discourse to claim a policy-campaign. This is his policy when he is choosen as the president of the United States. He has a potential to control the country and he has aim to dominate muslims.

By saying that he is using common sense and he spoke in front of people, he showed "who I am". Who "I am" to speak in front of other people. Someone who speaks watched by thousands of people is someone important, need to be listened and obliged, shortly, someone who has a power, to declare his idea.

Beisides those utterances, there are also remarks of speech that show Donald Trump is racism. It can be seen in the table below. (b) *Actions-Process : Social acts of individual actors are thus constituent part of group actions and social processes, such as legislation, newsmaking or the reproduction of racism (Taken From Vandjik 1998)*. It shows the potentials and possibility to be racist in reproducing acts towards other people through social process.

Table 2. Donald Trump's Speech Act

Utterances	Classification
Donald: I think you should be more scared by what is going on (. . .) 3	Directive - Suggesting

Donald here wants the presenter see what is going on recently (the tragedy of ISIS, Paris, and the allianations). He wants to influence people to come to his side, feeling the same scared with him.

Table 3. Donald Trump's Speech Act

Utterances	classification
Donald: Remember this! Until our countries representative can figure out what is going on (. . .)	Directive-commanding
Remember the World Trade Center!	

In this case, Donald commands the presenters not to forget about the tragedy many years ago, where the World Trade Center was knocked down by people who are terrorists. He has a strategy to always recall what happened in the past. Beside includes racism in his campaign, he also manipulates people's mind to grab more support.

Table 4. Donald Trump's Speech Act

Utterances	Classification
News Presenter : Let me ask you this. Let me ask you this. What do you, do you believe that we need members of the muslim american community and muslim community around the world to help fight the war and terror and perhaps this is incredibly counterproductive?	Refusive-directive
Donald: No. I think it is something that has to be done. We have to get our hands around over the serious problem. We have to be very smart and very vigilant	

Take a look the double slash happening many times. He said that " I think it is something that has to be done"

It means he does not agree with the presenter and when he own the power as the president, He is planning to kick out all muslims in America. "we have to be smart" means that if people and government have no action towards the muslims, they are stupid. He wants to influence the people by always keep talking in this session.

Donald Trump's speech on the other hand, may influence American people. it can be seen in the table and data below.

Table 5. Donald Trump's Speech Act

Utterance	Classification
Donald: I didn't wanna be a "racial profiler" , give me a break. What I'm saying is this, Joe, we have to use our hands , we have to be strong, we have to be vigilant. Until we get our hands around the situation, we have to do something, and we have to do it now. (. . .)	Declaring Commissive: inviting
(. . .) 25% of those poll agree that violence against American here in the United States in justified as part of the global jihad	Declaring Manipulation
I have sympathy for everything. I am just saying that I know how to get it fixed.	Commissive: promising Manipulation
What about Frankline Roosevelt, presidential proclamation, '25 '25, '25 '26,'25 '27, take a look at 'em, Mark.	Commanding
Robert: Your campaign has changed. When you started your campaign, you were peeling people's aspirations, you are now peeling to their fears. And I just wanna know, do you feel good about it? Do you feel good about what you're doing? Donald: I wanna see our country where we can live in peace, when buildings aren't gonna be blown up, (. . .) I mean, gee, we have World Trade Center got knocked down, (. . .) We have ISIS that wants to destroy us. We take people openedly and they become radicalized(. . .) see this very very serious problem.	Declarative

Doanald: The muslim community needs to help us because they are not helping us. The muslim community is not reporting what is going on. They should be reporting that their next-to-neighbour is making piped-bombs and they've gotten all over the place.	Directive
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• **Remarks of racism**

***Bold remarks:** showing what type of speech acts classification.*

Table 6. Donald Trump's Speech Act

Utterances	Classification
Donald: (. . .) because look, we have a war with radical islam. (. . .) and <i>you will have more world trade center? And you will have more bigger than the world trade center?</i> If we don't tough enough and use our hands...	Representative speech act

Here he represents the case that he believes to be true. (. . .)**we have a war with radical islam.** Here, it shows that until now, he and another people supporting him still have problem with islam. It shows that he is racism because in this case he implicitly considered that islam does the war. The underlined utterances refers to the tragedy of World Trade Center and he did not stop to recall the tragedy.

Table 7. Donald Trump's Speech Act

Utterances	classification
D: You have to look at our alliance that is become radicalized, and other places. <i>They are not the same places. They are places that you do not wanna go to. You do not wanna take your family there, you do not wanna walk trough the street.</i> Even the police do not wanna go... trough the street. We have to be careful.	Expressive

In this utterance, Donald described the condition of "a" country that was incredible but now has been a disaster because the ISIS attacked. The bold expression shows

that we need to worry through this situation. In this case, “by what we need to worry? By ISIS or by muslims? If it is ISIS, and why should Donald ban “ALL MUSLIMS” to come to US? So in conclusion, he implied that American should be careful of muslims.

our alliance that is become radicalized (. . .)

He includes “alliance” that has been destroyed by ISIS, in this case, “what is the alliance?” it can be all of the alliances of America, but the deeper analysis would say differently because actually he refers it to Paris. Common people would think about Paris. It is proven by the next conversation below.

Table 8. Donald Trump’s Speech Act

utterances	classification
Donald: But you’re gonna have other World Trade Centers. We’re gonna have other cities being blown up, and we don’t want that. we don’t want that to happen, that going to happen.	Commissive: refusing

In this case, he commits himself that he will prevent it to happen. The solution is that keep the muslim out. In this case, it also shows the racism because a lot of possibility. First, perhaps because he is white-American. Second, because he feels phobia of Islam.

Table 9. Donald Trump’s Speech Act

Utterances	classification
Donald: We have a president that’s incompetent. We have a president that made a speech the other night, and at the end of the speech, he said nothing.	Representative

He stated the case that is believed to be true. He said **We have a president**. Right after he mentioned it, he also says the president is incompetent. It shows the racism remarks. He addressed it and referred Mr. barrack Obama. Barrack Obama is the only and the first black-skinned president of the U.S. In this case, by saying *he said nothing*, Donald Compared Obama with himself. He claimed that he is better than Obama in giving speech, in delivering ideas, and say something that American wants to hear.

Table 10. Speech Act classification

utterances	classification
Joe: What if you and I go to the Islamic center in Washington D.C and we could go to mosques there in New York and talk to <i>muslims</i> . . . ? Donald: I would but you know, talk is cheap, talk is very easy . If you talk to these- to people- <i>to these horrible people, they will say they are normal, they are not radicalized. But nobody new.</i>	Representative

It can be seen how racism Donald is, he used term *these horrible people* to Muslims. He will use any term to decline Muslims in America. In this situation, he believed that muslim will be lying. It can be identified by the statement, **they will say they are normal, they are not radicalized.**

The racism by mocking muslims as horrible people is not enough for Donald. He also mentioned that muslims will tend to lie as well. If American people believe this to happen, so let’s think about how many contributions that muslims have done to America? This cannot be accepted as the new policy in America. Allianation. Talking about alliances of the muslims around the world, in G20, Barrack Obama has defined the muslims relationship with America and in this case, muslims is different from ISIS. If there is need group of people to sterilize, it should be ISIS, not muslims all over the world.

Table 11. Donald Trump’s Speech Act

Utterances	classification
We are loosing the ISIS because we have a president who doesn’t fight the war	Representative

He also said that Obama does not fight the war. Obama in this case will not fight muslims, because perhaps he considered muslims are not his enemies. The war is against the terror, not against all muslims. Donald always have terms to “kick Obama at the corner” because he tended to be racist.

Table 12. Donald Trump's Speech Act

Utterances	classification
<p>Donald: They would probably said "are you Muslim?"</p> <p>Mark: and if they said yes, they would not be allowed in the country?</p> <p>Donald: <i>that's correct!</i></p>	Expressive

When people wanted to travel to United States, the airport officer would ask. "are you muslims?" (because religion does not appear on the passport). This kind of policy would include racism that actually is not necessary to be done.

It can be concluded that he uses the persuasion techniques by inviting people to work with him because he considered what he is doing is right. He needs people to come to his side. He uses persuasion by saying *we*. It means he wants to use American people as the "weapon." It is such a brain-wash persuasion because he always considers his thought is as the same as American commonly.

He also stated *25% of those poll agree that violence against American here in the United States is justified as part of the global jihad.* He is always saying about poll, 25%. He would like to say that this percentage is so high so it needs quick respond. The word "jihad" will be associated with muslims and Islam. To support his ideas, he provides facts (that is based the poll of his own party). It means that, "people behind him" (the party supporters) are also behind this new policy. It might be said that perhaps they are islamophobia (afraid of Islam and muslims). He also commit himself by saying "I know how to get it fixed" and he promised he could *make America great again.*

Another question comes from Robert, another politics advisors saying that his campaign has changed. It means that, before this, he did not mention to ban the muslims in America. Since November 2015, he stated his policy-campaign to ban muslims entering America, his poll was getting higher. Factually, under *MonMouth Univerity-2016 Caucus Republicans* reported that the rating of Trump's supporter is increasing from 19% in October to 33% in November until now, after his policy campaign. This is the highest rating among the five candidates; *Cruz (20%), Marco Rubio (11%), Ben Carson (16%), Jeb Bush (4%), Carly (3%) and Paul (3%).* It means, counting from *pre-policy-campaign* until the *post-policy-campagin*, he could persuade 14% people in America in less than a month. He also beat Cruz who was at the top rank for 24% quickcounts last month. It means that he was successful to grab the rest 14% people to come to his side. This might be the

serious circumstance because the influence of his speech is getting wider.

It implicitly saying that muslims hide the activity of ISIS and let ISIS fired all the place. It shows there is word "neighbour"

They should be reporting that their next-to-neighbour.

He always emphasized that muslims are also behind the attack. He dominantly used manipulative technique to make people come to his side.

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CONCLUSION

The conclusion that may be drawn up from the political discourse of Donald Trump's campaign is that; declarative and directive are mostly used by Trump to emphasize his power.

Second, Besides those utterances, there are also remarks of speech that show Donald Trump is racism .It shows the potentials and possibility to be racist in reproducing acts towards other people through social process.

It can be concluded that he uses the persuasion techniques by inviting people to work with him because he considered what he is doing is right. He needs people to come to his side. He uses persuasion by saying *we*. It means he wants to use American people as the "weapon." It is such a brain-wash persuasion because he always considers his thought is as the same as American commonly.

Suggestion

However, there are several suggestions for the next researchers who aim to explore more about news report or explore the same theory with the different field.

1. The researcher could try to explore the speech of a politician or those who could easily influence people by his/her speech.
2. Figuring out the pragmatic elements such as implicature, speech acts and presupposition of mass media in reporting a certain issue with the same topic.

3. Figuring out the high-involvement of mass media in reporting a certain issue with the same topic (the approach of high-involvement by Deborah Tannen could be applied).
4. Using the different field, such as video or TV programme, and trying to analyse the presupposition of the news anchor in reporting certain issue (if it was found subjective).

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