

**CRITICAL DISCOURSE ANALYSIS IN DONALD  
TRUMP'S TERRORISM NATIONAL SECURITY  
SPEECH**

**A Thesis**

Submitted in Partial Fulfillment of the Requirements  
For S1-Degree

By:

**Yunita Amelia Nurdamayanti  
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**Study Program : English Education**

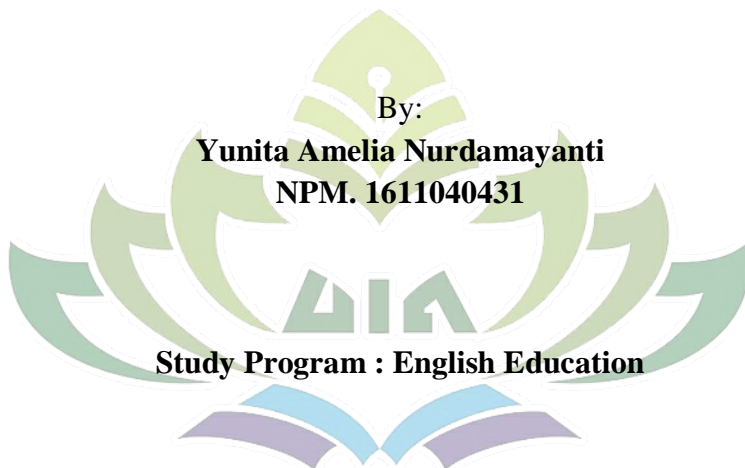


**FACULTY OF TARBIYAH AND TEACHER TRAINING  
RADEN INTAN STATE ISLAMIC UNIVERSITY  
LAMPUNG  
2023**

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**FACULTY OF TARBIYAH AND TEACHER TRAINING**  
**RADEN INTAN STATE ISLAMIC UNIVERSITY**  
**LAMPUNG**  
**2023**

## **ABSTRACT**

# **CRITICAL DISCOURSE ANALYSIS IN DONALD TRUMP'S TERRORISM NATIONAL SECURITY SPEECH**

**BY :**

**YUNITA AMELIA NURDAMAYANTI**

This study examines Donald Trump's Terrorism National Security Speech by using Critical Discourse Analysis (CDA) Theory of Van Dijk. This study investigate the structures of Critical Discourse Analysis that arise in Donald Trump Terrorism National Security Speech which consist of three structures of analysis consisting of macrostructure, microstructure, and superstructure.

This study used the descriptive qualitative method, which deals with data in the form of words and attempts to arrive at a detailed description of something systematically. The data were collected online on livenow from the FOX Youtube channel.

The result of the study, the writer found the power and ideology in the Trump's speech . In his speech, he consistently uses irony to involve emotional attachment to the intended. The use of repetition is largely conveyed about the past failures, this strategy aims to attack the recipients attention and persuade to agree with the arguments using logical facts and emotional attachment. Furthermore, this research contributes to the understanding of Critical Discourse Analysis and how it functions in studying various social issues.

***Keywords : Critical Discourse Analysis, Donald Trump Speech, Discourse Structures, Attachment***

## DECLARATION

I state that the thesis entitled “Critical Discourse Analysis in Donald Trump’s Terrorism National Security Speech” is truly the researcher’s own original work. The researcher fully aware that the researcher has quoted some statements, references, and theories from various sources and those are properly acknowledged in this thesis.

Bandar Lampung, June 3<sup>rd</sup> 2023

Declared by,



Yunita Amelia Nurdamayanti

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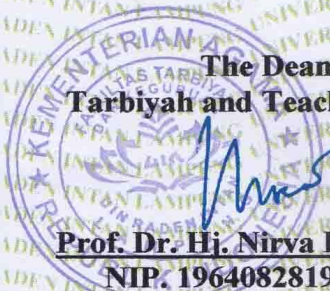
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## MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ  
لَمَّا تَوَقَّى الصَّابِرُونَ أَجْرَهُمْ بِغَيْرِ حِسَابٍ ١٠

“Only those who endure patiently will be given their reward  
without limit.”

( Q. S. Az-Zumar : 10 )<sup>1</sup>



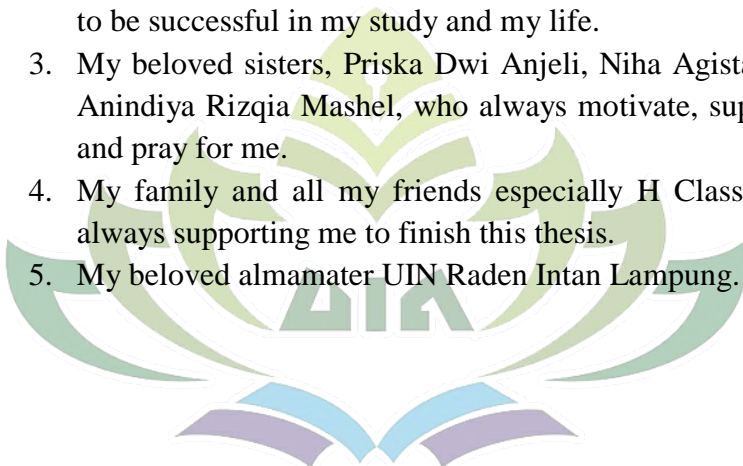
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<sup>1</sup> Qur'an.com <https://quran.com/id/39>

## DEDICATION

All praises be to Allah SWT, the Lord of Universe for all strengths and His blessing in completing this thesis. Peace and Solution be upon the greatest prophet Muhammad SAW, his family, who had changed the world from the darkness into the lightness. From depth of the heart, this thesis is dedicated to:

1. Allah SWT who always gives everything and keeps me everywhere and everytime.
2. My beloved parents Mr. Supriyanto and Mrs. Nurleha who always support, educate, accompany and pray to me to be successful in my study and my life.
3. My beloved sisters, Priska Dwi Anjeli, Niha Agista and Anindiya Rizqia Mashel, who always motivate, support, and pray for me.
4. My family and all my friends especially H Class who always supporting me to finish this thesis.
5. My beloved almamater UIN Raden Intan Lampung.





## CURRICULUM VITAE

The researcher's name is Yunita Amelia Nurdamayanti. She is called Amel. She was born on June, 22<sup>th</sup> 1998 in Way Kanan. She is the first daughter of Mr. Supriyanto and Mrs. Nurleha She has three sisters, their names are Priska Dwi Anjeli, Niha Agista and Anindiya Rizqia Mashel.

The researcher began her study at Elementary School of SDN 1 Neki and graduated in 2010. Then, she continued her study at Junior High School at SMPN 4 Banjit and finished in 2013. After that, she continued her school at SMAN 1 Banjit and finished in 2016. After that she dedicated to continued her study in English Education Program of State Islamic University of Raden Intan Lampung through UM-PTKIN. During Studying at UIN Raden Intan Lampung. The researcher had her Student Study Service (KKN), she had Field Teacher Training (PPL) in SMAN 1 Bandar Lampung.



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## ACKNOWLEDGMENT

First, all praise is due to Allah, the most merciful, the most beneficent for His blessing and mercy given to the writer during her study and in completing this graduating paper successfully. Then, peace and salutation always be with our prophet Muhammad SAW who has guided us from the darkness to the lightness. This thesis entitled “*Critical Discourse Analysis in Donald Trump’s Terrorism National Security Speech*”.

This thesis is presented to English Study Program of UIN Raden Intan Lampung. The primary aim of writing this thesis is to fulfill a part of student’s task in partial fulfillment of the requirement to obtain S1-degree. However, this thesis would not have been completed without the aid, support, guidance, help, advice, and encouragement of countless people.

Therefore, the writer would like to express the deepest sense of gratitude to:

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9. All of my classmates (PBI H 2016) and all friends amazing class of English Department 2016, thanks for your supports and for our friendship.
10. All people who have helped me to finish the study that cannot mention one by one.

Finally, nothing is perfect neither this thesis. Any corrections, comments and suggestions for the goodness of this thesis is always open-heartedly welcome. Furthermore, this thesis is expected that can be useful for the other writers particularly and the reader generally, especially for those who are involved in the English teaching profession.

Bandar Lampung, June 3<sup>rd</sup> 2023

The Writer

Yunita Amelia Nurdamayanti

NPM. 1611040431

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# CHAPTER I

## INTRODUCTION

### A. Title Confirmation

As a first step to understand the title of this thesis, and for avoid misunderstanding, the researcher need to explain the terms related to the title of this thesis. The title of the thesis is *Critical Discourse Analysis In Donald Trump's Terrorism National Security Speech*. There are the meaning of the terms contained in the title of this proposal are as follows:

An analysis is the act of carefully studying something or utilizing structural approaches to categorize and organize according to the relationship and interpret it is significance.<sup>1</sup> The results of this study establish a method for determining Donald Trump's Speech. There are many Donald Trump's speeches that have been analyzed, but in this study focused on the structure of CDA such as structure of the text in speech. The actions in this data analysis involve sorting the data, categorizing the data based on the theory used in this research, and expanding the data discovered by expressing the meaning.

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysis takes explicit position, and thus want to understand, expose and ultimately to resist social inequality.<sup>2</sup>

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<sup>1</sup> Meriam webster dictionary

<sup>2</sup> David Brodwewll and Kristin Thomson. *An Introduction Film Art*, (New York: Mc Graw-Hill 2008), 2.



Speech is the one of verbal communication that also used as means of producing a discourse. Speech is the way to express one thoughts by words were arranged and delivered in public. Speech has many functions, one of them is to create a conducive situation in which only need a person who commits a speech so as can give a positive impression to those who heard that speech. In practice, there are some examples of speech such as graduation speech, leadership speech, religious speech, oration and president official speech.

Trump has a characteristic in leadership, which is to create subtle strategies to produce success according to what he wants. Seen in several of his speeches, the first was the merit of nationality security speech. In this speech, it discusses strategies that are built to deter terrorists from threatening the security of their country, through approaches that will Trump with military forces in their country. Use all the tools in the United States to destroy all terrorists who want to destroy the country.

Furthermore, the researcher focus on the structure of CDA such as structure of the text in speech. The research condensed the analysis using Van Dijk theory that divide the CDA structure into macrostructure, microstructure and superstructure of the text. The researcher restrict the investigation of political discourse that uttered by Donald Trump when he was positioned as the presidential candidate and as the president of the United States. Speeches of Donald Trump entitled: Terrosim National Security Speech. The purpose of this study to find out the kinds of Critical Discourse Analysis which are macrostructure, microstructure and superstructure and to know out about the element of social cognitive contained in Donald Trump's National Security Speech.

According to the statement above, the purpose of this research is to determine kinds of Critical Discourse Analysis to know out about the element of social cognitive contained in Donald Trump's National Security speech. As a result, the title of this thesis is *Critical Discourse Analysis in Donald Trump's Terrorism National Security Speech*.

## **B. Background of The Problem**

In society, certainly people communicate with others around them. In conducting a communication, people use something as a medium called language which can be used through two ways. The two ways of communication are directly and indirectly. Directly means that there is no mediator between the users or it is simply called spoken language. Their activity that related language as medium to exchanging information and connect each other is called communication.<sup>3</sup>

Spoken language also means a form of communication from one person to another where the language is produced by the organs of human voice and released through the mouth so producing a series of words which arranged systematically, called utterance. One form of example from spoken language is a face to face conversation by people around us. While indirectly means that there is something as a bridge between the users or it is called written language which usually the users communicate through a certain device. A written language also means the representation of a language by means of a writing system.

Speech is the one of verbal communication that also used as means of producing a discourse. Speech is the way to

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<sup>3</sup> Victoria, B. (2008). Oxford Learner's Pocket Dictionary. New York: Oxford university press, p. 84

express one thoughts by words were arranged and delivered in public.<sup>4</sup> Speech has many functions, one of them is to create a conducive situation in which only need a person who commits a speech so as can give a positive impression to those who heard that speech. In practice, there are some examples of speech such as graduation speech, leadership speech, religious speech, oration and president official speech. At the time, the president's speech Donald Trump about Jerusalem issue. The researcher choose the speech because it explain about recognizes Jerusalem as Israel's Capital because want to give to author about how the impact beside from his speech by Donald Trump. And there is one speech other to discuss in this thesis.

Public Speaking as literally viewed can be divided into two words, they are public and speaking.<sup>5</sup> Generally, public means in mass and which deals with a lot of people while speaking means talk or say about something and as one of communication methods. Thus, when it is described generally, public-speaking can be interpreted as a method of communication to talk or to say about certain things which is intended for the people. Although there are a lot of definitions about public speaking other than the previous term itself, but a wide range definition about public speaking is only one that is speaking in front of public. Speaking in public at this time can be said that has become a necessity for most people, because in a competition era that is completely fast as now, all professions require us to be able to speak in public and presenting well as in teaching and learning activities, promoting something, presenting the show and

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<sup>4</sup> Crystal. (1985). *A Dictionary on Linguistics and Phonetics*. Oxford: Brasil Blackwell, p.15

<sup>5</sup> Dick, K. (2008). *Image & Reality in Society*. Greatham: United Kingdom TELL Journal, Volume 5, Number 2, September 2017 ISSN: 2338-8927, p. 12

others. Because writing is just not strong enough to speak, that is why the ability to speak (public speaking) becomes very important, because it can strengthen the sense of writing. In addition, through public speaking, people can learn a person's conceptual framework, know the future concept of a person, and his wonderful ideas. That means in public speaking can be found the "change" as it is initiated by a person.

Donald Trump becomes popular among US citizen in 2016 election. According to the polling that held by USA today, in February 23rd the result for national amount Trump get 33, 6 % voters. This nominal is much bigger than Ted Cruz that get 20, 4 % voters. His charismatic and powerful message in every rally had been the formula for political success. Sometimes he is wrong, but the matters that he uses always sound right. Furthermore, Becoming candidate of President make someone must have great speech in every rally to attract as much as possible volunteers. This technique will smoothing their way to become elected. In speech, there are many interesting things which become political strategies. Therefore, Trump with all of his controversy makes his speech adorable to analyze. Although makes many mistakes in his thought, in fact, he is the most popular President candidate today. He criticized many Obama policy, immigrant, and many more things that can be categorized into political discourse. Therefore, this research will analyze trump's speech that related to the political discourse in order to find his aims in doing it.

Politic is always relates to activities that makes influence actions and policies in government or society. One of the aim of politics is involves the use of power to another by affecting their behavior. In politics, people needs political strategy and the method to do it is varies depend on the



purpose. Political strategy deals with many perspective strategies where the basic strategy is the way of the purpose invented and used to obtain the objective.<sup>6</sup> Political strategy is crucial tools for campaign and election. Political strategy proposes a pathway to success when the society understands the background of candidates and reasons for them to vote for. Basic way to do it is use speech campaign because society will knows personality of candidates by sharing their thought. By using speech, society feels that the candidate stand beside them and have the same thought. This strategy can gain society sympathy. When they are able to obtain sympathy, the succession in gaining power soon come through.<sup>7</sup>

Trump has a characteristic in leadership, which is to create subtle strategies to produce success according to what he wants. Seen in several of his speeches, the first was the merit of nationality security speech. In this speech, it discusses strategies that are built to deter terrorists from threatening the security of their country, through approaches that will trump with military forces in their country. Use all the tools in the United States to destroy all terrorists who want to destroy the country. Trump's strategy is very interesting, attracting the attention of the entire US community with his speech about the recognition of Jerusalem as the capital of the United States on 6 th December 2017, President Trump formally recognized Jerusalem as the capital of Israel and stated that the US Embassy would be moved from Tel Aviv to Jerusalem. In his statement Donald Trump did not mention East Jerusalem as the capital of the Palestinian State in the future, but he said

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<sup>6</sup> Dick, K. (2008). *Image & Reality in Society*, p. 2

<sup>7</sup> Van Dijk, T. A. (2008). *Discourse and Power*. New York: Palgrave Macmillan, p. 85

that the recognition of the United States could not solve the dispute over the Jerusalem border. President Trump explicitly stated his support for maintaining the status quo of holy places in the Old City of Jerusalem. After this announcement was announced, Trump signed a statement of abandonment that delayed the transfer for at least six months after the signing of the letter.

In this speech, Trump have recognized. Jerusalem as an Israel capital, he talked there is much a reason why him like that. One of them: Donald Trump: — however, through all of these years, president representing the United States have declined to officially recognize Jerusalem as Israel’s capital. In fact, we have declined to acknowledge any Israel capital at all. But today, we finally acknowledge the obvious: that Jerusalem is Israel’s capital. This is nothing more or less than a recognition of reality. It is also the right thing to do. It is something that has to be done.”<sup>8</sup>

In this research, the researcher explained the structure of the text. Trump's announcement, the United States Embassy in Turkey, Jordan, Germany and the United Kingdom issued a security warning to the people of the United States who visit or settle in these countries. The United States also issued a general warning to the people of the United States abroad regarding the possibility of demonstrations accompanied by violence. The United States Consulate in Jerusalem limited the visit of government officials to the Old City of Jerusalem. The United States Embassy in Jordan prohibits employees from leaving the capital and children from embassy employees are asked not

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<sup>8</sup>Donald Trump’s Speech: Recognize Jerusalem as Israel’s Capital.  
Duration: 04.00 –04.35

to go to school and continue to inhabit their homes.<sup>9</sup> The third speech about the nationality speech also discussed the vision and mission that will be in the government of Donald Trump. The trump's desire to maintain sovereignty in his country, trump always reviews the past that has happened. Compare work programs with past government. Trump tries to divert people's thinking about the majesty that is in the trump. Some recent studies have focused on Critical Discourse Analysis (CDA), where it generally discusses political discourse. The numerous discussions about political discourse itself mostly caused by the correlation among social context, speaker's idea and linguistics strategies are oftentimes found in some case rather than organization discourse or education discourse studies. CDA researches specifically consider how language works within institutional and political discourse for instance in education, organization, media and government in order to covert social inequality in a social relationship. There are some features of CDA such notion as power, dominance, hegemony, ideology, class, gender, race, discrimination, 'social structure or social order.<sup>10</sup> So the basic notion in CDA is differentiation or inequality. Each social context that deals with inequality is possible to cause discrimination. Indeed, discrimination appears because of inequality of social construction that treated by the dominant group to a person or a group of people. In Donald J Trump's speeches, there are some inequalities implied in some policies that he announced. Even

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<sup>9</sup>Teguh Firmansyah, —warga AS diminta hati-hati menyusul keputusan Trump| diakses dari

<https://internasional.republika.co.id/berita/internasional/palestina-israel/17/12/07/p0kepx377- warga-as-diminta-hatihat-hati-menyusul-keputusan-trump> 6th Dec 2022.

<sup>10</sup> Van Dijk, T. A. (1998). *Critical Discourse Analysis*. Deborah Schiffrin & Heidi Hamilton (Eds.). University of Illinois Press, p. 71

more in each political interaction, there will always include discrimination that will affect a person or certain group of people in their social interaction. Go along with it, hegemony and ideology could be explored through inequality and power of the dominant group toward the minority.

The researcher aims to explore the CDA in Donald Trump's utterances in his speech. Go along with it, the research wants to know what are the elements of CDA structure that used by Donald Trump to convey the real meaning of his speech. This research served serial answers of what are the CDA structure of the text including macrostructure, microstructure of Donald Trump speech and what is the element of the superstructure of the speech that emerges based on socio cognitive approach.

### **C. Limitation of Problem**

In this research, the researcher examines Donald Trump's Speech. There are many Donald Trump's speeches that have been analyzed, but in this study focused on the structure of CDA such as structure of the text in speeches. The research condensed the analysis using Van Dijk theory that divide the CDA structure into macrostructure, microstructure and superstructure of the text. The researcher restrict the investigation of political discourse that uttered by Donald Trump when he was positioned as the presidential candidate and as the president of the United States. Speech of Donald Trump entitled: Terrosim National Security Speech.

### **D. Focus and Sub-focus of the Research**

1. The focus of the research

According to the explanation above, focus on analysis Donald Trump's Speech.



## 2. Sub-focus of the research

The researcher focuses on the structure of CDA such as structure of the text in speech. The research condensed the analysis using Van Dijk theory that divide the CDA structure into macrostructure, microstructure and superstructure of the text. The researcher restrict the investigation of political discourse that uttered by Donald Trump when he was positioned as the presidential candidate and as the president of the United States. Speech of Donald Trump entitled: Terrosim National Security Speech.

## E. Problem Formulation

Related to the previous explanation above, the research problem is formulated into questions as follows:

1. What kinds of critical discourse analysis are reflected in Donald Trump's Terrorism National Security Speech?
2. What are the elements of social cognitive found in Donald Trump's Terrorism National Security Speech?

## F. The objective of the Research

1. To find out the kinds of Critical Discourse Analysis which are Macrostructure and Microstructure in the text speech National Security Speech of Donald Trump.
2. To know out about the element of social cognitive contained in Donald Trump's National Security Speech.

## **G. Significance of the Research**

### 1. For the students

As a reading material about the critical discourse analysis, it can help the learners improve their political discourse.

### 2. For the teachers/lecturer

The result of this study can be used as additional material for the teachers to improve their students' English skills by employing speech..

### 3. For the other researcher

The result of this research is expected that the result of the study is used as an additional reference to fellow researchers where this study contributes to the use of seach to teach speaking.

## **H. Relevant Studies**

In this research, the researcher found some thesis and journal, but they have differences between this research such as subject of the research, the formulation of the research and the theory of the research.

Firstly, Rifqi Nugraha, University Islam Negeri Syarif Hidayatullah Jakarta's student, (2014).<sup>11</sup> The title is A Critical Discourse Analysis on Hillary Clinton's Speechll American for Marriage Equalityll. This research discusses about Hillary Clinton's speech titled —American for Marriage Equalityll. The objectives of this research are finding the text structure and the ideology that described on Hillary Clintons Speech. The analysis focused on the critical discourse analysis on Hillary Clinton speech text. This

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<sup>11</sup> Nugraha,R. (2014). A Critical Discourse Analysis on Hillary Clinton's Speech. Jakarta: University Negri Syarif Hidayatullah

research conducted Van Dijk Critical Discourse Analysis method and qualitative method. This research not only discusses text structure of the speech, but also the ideology of Hillary Clinton. According to Van Dijk, in discourse analysis frameworks there need study of study related ideology of discourse. It is important to understand discourse meaning. To dismantle hidden meaning from discourse text needs ideology analysis.

Secondly, Andhita Rachman , University of Muhammadiyah Surabaya, (2017) the title is Critical Discourse Analysis in Donald Trump Speech Presidential Campaign to Win American's Heart.<sup>12</sup> Political strategy proposes a pathway to success when the society understands the background of candidates and reasons for them to vote for. Basic way to do it is use speech campaign because society will knows personality of candidates by sharing their thought. By using speech, society feels that the candidate stand beside them and have the same thought. This strategy can gain society sympathy. When they are able to obtain sympathy, the succession in gaining power soon come through.

Thirdly, Ahmad Syamwiel, State Islamic University Sunan Kalijaga Yogyakarta, (2018).<sup>13</sup> The title is Discourse Analysis of Propagandas on Donald J. Trump Inaugural Speech. This thesis examines Donald Trump's speeches using Van Dijk's Critical Discourse Analysis Theory. It investigates the structure of Critical Discourse Analysis that emerges in Donald Trump speeches and the elements of

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<sup>12</sup> Rachman,A. (2017). Critical Discourse Analysis in Donald Trump Speech Presidential Campaign to Win American's Heart. Surabaya: University of Muhammdiyah Surabaya

<sup>13</sup> Syamwiel,A. ( 2018). Discourse Analysis of Propaganda on Donald J.Trump Inaugural Speech. Yogyakarta: University Sunan Kalijaga Yogyakarta

Socio Cognitive Approach that emerge in Donald J Trump's speeches. The researcher mainly utilizes the structure Critical Discourse Analysis theory by Van Dijk which consists of three structure of analysis consisting of macrostructure and microstructure. Afterwards, the writer adopts Socio Cognitive Approach to analyze the schema of the speech which included in superstructure analysis. Under descriptive-qualitative method, this research significantly gives a wider understanding about how linguistic features emerges trough Critical Discourse Analysis structure. As the result, there are totally 64 expressions that were noticed as linguistic features from chosen speech of Donald J Trump.

Fourthly, Mudofar, a student of State Islamic University Syarif Hidayatullah,(2009). The title is A Critical Discourse Analysis on the Jakarta Post Text.<sup>14</sup> The purpose of the research is develop a research between socio-linguistic science with mass communication in critical discourse analysis which based on discourse theory about social problem (Chinese discrimination) news in mass media which is especially laded in Jakarta Post text. Van Dijk Critical Discourse Analysis (CDA) applied in this research. Power, Language, And Ideology of Obama's Speech (A Critical Discourse Analysis) by Andrea Eka, 2011 in this thesis, he concerned with the language , power, and the ideology in the aspect of speech because she assumed that speech can influence to human's life and change the way someone's think. The speech came from The President of United States of America, Barrack H. Obama which can be said as the powerful person in the world who has a power, language, and ideology to influence many people around the world which at the time was make a visit to several places in Indonesia, one

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<sup>14</sup> Mudofar. (2009). A Critical Discourse Analysis on the Jakarta Post Text. Jakarta: Universitas Islam Negeri Syarif Hidayatullah Jakarta

of them was at University of Indonesia. In the end of his analysis, language used by speaker can minimize distance between speaker and audience. Speaker's power make the audience watch the speech enthusiastically, and his ideology can create imaginations and persuade audiences.

From the review related above, the researcher also discussed the CDA in the research this time. There are similarities and differences made by researchers. The similarity is like a big scope about CDA and the people who are the subject of discussion. The difference is the object of the study carried out by the researcher in this paper focus in the structure of the text to find out the meaning written in the scrip of the speech being examined.

## **I. Research Methodology**

### **1. Research Method**

In this research, this research is a qualitative descriptive research design and will be using analysis and describe the data. Descriptive research is concerned with conditions or relationships that exist; practices that prevail; beliefs, points of views, or attitudes that are held; processes that are going on; effects that are being felt; or trends that are developing.<sup>15</sup> At times, descriptive research is concerned with how *what is or what exists* is related to some preceding event that has influenced or affected a present condition or event.<sup>16</sup> It means that qualitative research is analyzing about descriptive data are used documentations in this research, by using this qualitative research, the writer felt to analyze the script

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<sup>15</sup> Cohen, L., Manion, L., & Morrison, K. 2007. *Research Methods in Education* (6th ed.). London, New York: Routledge Falmer, p.205

<sup>16</sup> Louise Cohen et al., *Research Methods in Education* (5<sup>th</sup> edition) (USA and Canada: Routledge Falmer, 2005)

from video speech. Based on statements, it can be concluded that qualitative research is analyzing about descriptive data that is collected is in the form of the situations of the natural object. Where descriptive data such as writer of spoken, by using qualitative research the writer will get answer about the question in analyzing Critical Discourse Analyze in Donald Trump's Terrorism National Security Speech.

## **2. Research Instrument**

According to Djunaidi and Almanshur that qualitative research uses human research. It means that the researchers themselves are the research instrument. Hence, it means that the researcher is the research instrument. So, the researcher is the primary instrument in this investigation.

## **3. Research Object**

The object of this study is textual transcript of Donald J Trump's speech. There is one chosen speech of Donald J Trump entitled: National Security Speech on June 13th 2016 03:06 PM , The script of the data were taken from the official website.

The data of this research were in the form 9 of clauses, phrases and sentences that uttered by Donald Trump in the transcript of the speech. The researcher used the whole text to explore the linguistics features through CDA theory. The first research question is discourse structure that takes several utterances since the researcher has to identify and classify each linguistics feature that emerge in the speeches. Meanwhile, the data that needed for answering the second research question



were the entire data since it explores the schema or the outline of Donald Trump's speeches.

#### **4. Research Procedure**

The researcher employs the following steps as the academic procedures to collect the objective data:

##### **1. Searching the script**

The first step of collecting the data, researcher used script observation. It was look for the script of Donald Trump's National Security Speech from the network.

##### **2. Downloading the script**

After the data found script, the writer downloads them both. Door the script especially, it used for the main data to be analyzed.

##### **3. Reading**

The researcher reading the script in Donald Trump's National Security Speech.

##### **4. Finding the data**

Have we read the script we will found the data from the script by Donald Trump's National Security Speech.

##### **5. Categorize the data**

The researcher made some classified the kind Critical Discourse Analysis and after describe all the data. The categorizing was divided into three types of analysis instead Macrostructure, Microstructure, and Superstructure

## **5. Data Collection Techniques**

The data for this study will be collected using the documentation approach. A method of documentation is the documenting of an event that has already occurred. There are three types of documentation methods such as written document (including diary, life history, biography, etc), picture document (including picture, sketch, moving picture (video), and so on), and artworks document (including picture, statue, movie and so on).

It may be deduced from the interpretation of the documentation method that the documentation method is the collection of data from written documents, picture documents, and artworks documents. Every datum obtain through the documentation approach can be viewed in a variety of ways. As the data source for this study, the documentation approach will be used.

## **6. Data Analysis Techniques**

The technique of the data analysis in this research is descriptive analysis, in order to get an interpretation of the text and content analysis dealing with the education perspective of the CDA. The data will analyze by using Van Dijk theory that divide the CDA structure into macrostructure, microstructure and superstructure of the text. The researcher restrict the investigation of political discourse that uttered by Donald Trump when he was positioned as the presidential candidate and as the president of the United States. Speech of Donald Trump entitled: Terrosim National Security Speech.

And also in the process of research involving the simultaneous coding and categorize of document content. The researcher uses coding because according to Dr.

Klaus and H. Krippendorff said the coding of content analysis need to transform unedited text into analyzable representations.<sup>17</sup> And researcher will give the symbol to speech used in Terrosim National Security Speech. Then, she will categorize it using each CDA structure what is structure and write it on the notebook, Dr. Klaus and H. Krippendorff said: “categorical distinctions define units by their membership in class or category by their having something in common.”<sup>18</sup>

After gathering and collecting the data, the researcher did some steps to analyze the data as follows:

1. Identifying the data

The researcher identified some element CDA in the script speech by Donald trump.

2. Classifying the data that have been collected

The first step that did by researcher is classified the data in order to make the data easier to be analyzed.

3. Analyzing, describing, explaining

The researcher analyzed, described and explained the kind of element CDA, the data about the speech Trump for script.

4. Making the conclusion

After all the data have been analyzed, described and explained in the research, the researcher made the conclusion of the research.

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<sup>17</sup> Klause Krippendorff, Content Analysis an Introduction to Its Methodology, (London: sage publication, 2004),99.

<sup>18</sup> Klause Krippendorff , Content Analysis an Introduction to Its Methodology, 105.

## 7. Trustworthiness of the Data

### a. Triangulation

Triangulation is qualitative cross-validation. It assesses the sufficiency of the data according to the convergence of multiple data collection procedures.<sup>19</sup> According to Patton, triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena.<sup>20</sup> Triangulation also has been viewed as a qualitative research strategy to test validity through the convergence of information from different sources.

The usefulness of triangulation is to enrich the data and make more accurate conclusions. In qualitative research, triangulation is important because if the researcher wants to get a conclusion, the researcher should have strong data. There are 6 kinds of triangulation, there are:

- a. Triangulation of time. Triangulation of time has two forms, there are:
  - a) Cross-sectional triangulation is data collection carried out at the same time with different groups.
  - b) Longitudinal triangulation is data collection carried out from the same group at different times.
- b. Triangulation of place. In triangulation of place to make the data collection more accurate, it can be done using the different places for similar data.

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<sup>19</sup> Ibid.

<sup>20</sup> Nancy Carter, and friends, "The Use of Triangulation in Qualitative Research", *Vol. 41 no. 5*, September 2014.

- c. Triangulation of theory, in triangulation of theory, data collection is collected based on different theories or by analyzing the same data with different theory.
- d. Triangulation of method, in triangulation of method the researcher use different method for collecting similar data
- e. Researcher triangulation. In research triangulation, for collecting the same data it is done by some people/several researchers.
- f. Triangulation of methodology. In triangulation of methodology, the data collected from the same learning process with different approach, namely qualitative and quantitative so the researcher collect the both of data from those approach.

In this research, triangulation will be used. In researcher triangulation, for collecting the same data it would be done by some people/several researchers. It means that the results of research either in the form of data or conclusions was check by other researchers and done by holding a discussion or involving some researchers who have sufficient knowledge. The judgments of other researcher are carried out in order to achieve same result of the data. The data analysis discusses and consults with other researcher. This research study also consults by them in order to confirm the data. By applying this technique, the writer expects the results of this research has strong data and accurate conclusion.

## **J. Systematic of the Research**

The systematic writing of a research proposal is divided into three chapters, in which there are sub-chapters as follows:

### **1. Chapter I: Introduction**

In this section the researcher puts some points: background of the problem, the statement of the problem, the objective of the research, the advantaged of the research, limitation of the problem, and organization of writing.

### **2. Chapter II: Literature Review**

Chapter 2 is a theoretical framework. This section consists of the theories from some expert about Critical Discourse Analysis and Donald Trump's Speech.

### **3. Chapter III: General Description of Research Object**

In this section, the research will discuss the General description of the object and the Facts and data display

### **4. Chapter IV: Findings and Discussion**

In this section, presented research data findings. It presented all the data obtained along with the result of the data analysis with the interpretation of the data.

### **5. Chapter V: Conclusion and Suggestion**

The last section presented the conclusion and suggestion of the research. This chapter presented what can be concluded from the result of the research provides suggestion related to the conclusion.





## CHAPTER II

### LITERATURE REVIEW

#### A. Discourse Analysis

There are several definition of discourse that explained in many theory books, each definition has its aim to clarify the exact meaning of discourse. Meanwhile, the definition of discourse is dissimilar depending on the perspective theory that used by each researcher. A discourse is a set of meanings through which a group of people communicate about a particular topic. Discourse usually mean of communication in the medium of language.<sup>1</sup> In linguistics, discourse is language units larger than a sentence which is a reaction of the form of formal linguistic units that concern to the words, phrases, or sentences looking at the relationship between these elements<sup>2</sup>, either written or spoken delivered. —Written or spoken communication or debatell or —a formal discussion or debate.<sup>3</sup> Discourse is sequence of harmonious sentences which is connecting proposition with other propositions, sentence with other sentence, forming a unity. Hawthorn stated that: —Discourse is linguistic communication seen as a transaction between speaker and hearer, as an interpersonal activity whose form is determined by its social purpose. Text is linguistic communication (either spoken or written) seen simply as a message coded in its auditory or visual medium.

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<sup>1</sup> Barbara, J. (2000). *Discourse Analysis*. Oxford: Blackwell Publisher, p. 2

<sup>2</sup> Eriyanto. (2001). *Analisis Wacana Pengantar Teks Media*. Yogyakarta: LkiS, p. 230

<sup>3</sup> Compact Oxford Dictionary. (2001) *Thesaurus and Wordpower Guide*. New York: University Press, p. 17

The word stems from the Medieval Latin word „discarder, which means, to circulate. Literally it means, to run to fro or „to run o.<sup>4</sup> Discourse was then appointed as linguistic terms. The terminology of discourse has the distinction of meaning due to the differences in disciplines that use it. Lull defines discourse as communication is not only linearly one way. Discourse can be discussed. It produced comprehend response and is widespread, in which there could be many encounters.<sup>5</sup> So that, the meaning of discourse is the most complete language unit of the phoneme, morpheme and clauses, sentences with coherence and high cohesion and sustainable, which is able to have a real beginning and end both spoken and in written.

Van Dijk used the term —text analysis“ which is known as the discourse analysis today. Discourse analysis continuously develops, which in the past, that the discourse only limited in the analyzing of the text itself that has such meaning and structure only, now some discourse analyst such as van Dijk focuses the analyzing on the function of both textual and contextual (cognitive, social), Fairclough and Foucault maintain the text with the power relationships and ideologies.<sup>6</sup>

Another definition of discourse is often defined in two different ways: according to the formalist or structuralism paradigm, discourse is language above the clause<sup>7</sup>. This approach to discourse focuses in the form which —language

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<sup>4</sup> Alex, S. (2001). *Analisa Teks Media*. Bandung: Remaja Rosdakarya, p. 70

<sup>5</sup> Lull, J. (1998). *Media Komunikasi Kebudayaan; Suatu Pendekatan Global*, Terj. A Seriawan. Jakarta: Yayasan Obor Indonesia, p. 225-226

<sup>6</sup> Paul, B. (2011). *Key Term in Discourse Analysis*. New York: Continuum International Publishing Group, p. 52

<sup>7</sup> Michael, S. (1983). *Discourse Analysis: the sociolinguistic analysis of natural language*. Oxford: Basil Blackwell, p. 14

above the sentences| takes, looking at structural properties such as organization and cohesion, but playing little attention to the social ideas that inform the way people use and interpret language. The social aspect of language is emphasized by the second, so called functionalist paradigm, which states that discourse is language in use.<sup>8</sup> According to the functionalist paradigm, the analysis language cannot be divorced from the analysis of the purpose and functions of language in human life. Discourse is therefore seen as culturally and socially organized way of speaking. Researches who adopt this definition of discourse \_assume that language is used to mean something and to do something and that this \_meaning and doing is linked to the context of its usage. If we want to interpret a text properly we need to work out what the speaker or writer is doing through discourse, and how this doing is linked to wider interpersonal, institutional, socio-cultural and material context. Text refer to the observable product of interaction, whereas discourse is the process of interaction itself. This view of language as action and social behavior is emphasized in CDA.

A different view of discourse that has also been incorporated into the theoretical framework of CDA. Especially the one developed by Fairclough is by Foucault. This is because he offers important theoretical concepts for understanding institutions as sites of discursive power. Discourse analysis might, for example paragraph structure, the organization of the whole text, and typical in conversational interactions, such as the way speakers open, close, and take turns in a conversation. They might also look at vocabulary pattern across text, words that link sections of

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<sup>8</sup> Brown, G. and Yule, G. (1983). *Discourse Analysis*. Cambridge/London/New York, p. 98

text together, and the ways items such as —it|| and —they|| point backward or forward in a text.

Discourse analysis (DA) is the analytical framework which was created for studying actual text and talk in the communicative context. It is often considered as a general methodology, theory or merely critique tied to social constructionist or social power. Some discourse analysts are linguists or applied linguists and such as they try to analyze texts (textual and verbal) in terms of their grammatical structure, other draw mainly on conversational analysis (CA) and speech act theory. Discourse emphasizes the good evidence and appropriate norms depending on the given situation the communicators talked, this is known as the met theoretical discourse which refers the standard concept of argument in individual used in conversation.<sup>9</sup> Other discourse analysts many have no specific procedure of rigorous analysis. Instead, they search for patterns of language use that may be linked to social or power structure and ideological colorings. This is another branch of DA, which is called Critical Discourse Analysis (CDA) and which combine linguistic analysis, ideological critique and cognitive psychology. CDA has now become one of the most widely used DA models in modern linguistics. It is aim to uncover ideological and power relations and it has mainly been applied for the analysis of political discourse. The following will provide a general introduction to the field of CDA and describe one of the CDA frameworks in detail.

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<sup>9</sup> Littlejohn. (2005). Stephen. Theories of Human Communication, Eight Edition. Canada: Thomson, p. 67

## B. Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts take explicit position, and thus want to understand, expose and ultimately to resist social inequality.<sup>10</sup> CDA is a theory and method analyzing the way that individuals and institutions use language<sup>6</sup>. A critical perspective on discourse analysis, then, explores the connections between language use and the social and political context in which it occurs. It does this in a way that deals critically with the norms and expectations of particular discourse communities, raises issues of social, economic and political concern, yet aims to provide students with the tools they need to succeed. CDA is not so much a direction, school, or specialization next to the many other —approaches in discourse studies. Rather, it aims to offer a different —mode or —perspective of theorizing, analysis, and application throughout the whole field. We may find a more or less critical perspective in such diverse areas as pragmatics, conversation analysis, narrative ethnography, or media analysis, among others.<sup>11</sup>

Critical discourse needs some requirement realize its aims, such as:

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<sup>10</sup> Van Dijk. T.A Critical Discourse Analysis , second drafft,1998, hlm 1, retrieved from: <http://www.mfsd.org/debate/vandijk.pdf> 11 Nov 2023

<sup>11</sup> Van Dijk, T. A. (2001). Critical discourse analysis. In D. Tannen, D. Schiffrin, & H. Hamilton (Eds.), *Handbook of discourse analysis*. Oxford: Blackwell, p. 532



1. As is often the case for more marginal research traditions, CDA research has to be —better than other research in order to be accepted.
2. It focuses primarily on social problems and political issues, rather than on current paradigms and fashions.
3. Rather than merely describe discourse structure, it tries to explain them in terms of properties of social interaction and especially social structure.
4. More specifically, CDA focuses on the ways discourse structure an act, confirm, legitimate, reproduce or challenge relation of power and dominance in society.

Those four aims of CDA can be said it is not only to describe the structure of discourse but also to uncover certain meaning in a discursive event which primarily about the social problem and political issues in society. On the background of study above, the researcher has mentioned that this research will adopt a single theory. The theory mentioned above is critical discourse analysis (CDA) that is rigorously developed by Van Dijk which actually first developed by Lancaster school of linguistics which Fairclough. According to Norman Fairclough CDA is it is not analysis of discourse in itself as one might take it to be, but of dialectical relations between discourse and of the object, elements or moments as well analysis of the internal relations of discourse.<sup>12</sup>

Theory formation, description, and explanation, also is discourse analysis, are socio-politically situated, whether we like it or not. Reflection on the role of scholars in society and the polity thus becomes an inherent part of the discourse analytical enterprise. This may mean, among other things, which discourse analysis conduct research in solidarity and cooperation

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<sup>12</sup>Norman, F. (1995). *Critical Discourse Analysis the Critical study of Language*. Taylor&Francis: British Library, p. 16

with dominated groups. An important perspective in CDA is that it is very rare for the text to be work of any one person.

### **C. Kinds of Critical Discourse Analysis Based on Van Dijk's Theory**

Critical Discourse Analysis (CDA) is obviously not a homogenous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis.<sup>26</sup> In a simple explanation, Critical Discourse Analysis studies the connection between textual structures and social context then explores it in wider social structure. Go along with it, Van Dijk clearly restricted that Critical Discourse Analysis focused on the relationship between discourse, power, dominance and social inequality.<sup>13</sup> There are three levels of discourse structure that emphasized by Van Dijk which are macrostructure, microstructure, and superstructure.

#### **1) Macrostructure of the text**

##### **a. Thematic**

Van Dijk in his book *Macrostructures* determine thematic as the main part of macrostructure levels, it refers to word theme.<sup>14</sup> Eriyanto states that thematic is the most important structure to examine in macrostructure analysis of Van Dijk. He also elaborates the etymology of thematic that is derived from Greek terms *Tithonian* which means to locate. Whereas the textual meaning theme is the main point that the writer or the speaker wants to convey. The theme is often related with the topic because it exposes the most important information that transferred by the speakers. TheP

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<sup>13</sup> Van Dijk, T. A. (1993). *Discourse and society*, p. 189

<sup>14</sup> Van Dijk, T. A. (1980). *Macrostructures*. New Jersey: Lawrence Erlbaum Associates, Inc. Publishers, p. 99

(Participants) Different combinations of participants include speaker and listener, addressor and addressee, sender and receiver. They usually fill specific socially defined roles, such as the gender, status, age, or profession of the participants. theme shows the aim, the dominant concept and the speaker intention within the discourse. Thus, to find the theme of the text, the researcher needs to understand the whole text. Each discourse/text has its own theme to represent what the speaker going to deliver toE (Ends) The term "ends" refers to the widely accepted and expected outcomes of a transaction, as well as the particular goals that participants attempt to achieve on certain occasions. To put it another way, it is the objective or goal of the participants in a speaking event. the addresses in public discourse. In order to get the correct understanding of the text, the researcher also obliged to know the social context that emerge the speeches.<sup>15</sup>

Each simple sentence has a theme. The theme is what the sentence is about. It is usually a starting point of utterance and everything else that follows in the sentences which consist of what the speaker states about“ is called theme.

## 2) Microstructure of the text

### a. Syntaxes Styles

Syntax explains the words in relationship with other words or other elements as statement unit.<sup>16</sup> According to the result of several researches that used Van Dijk theory. Syntaxes styles are used in politic manipulation by using sentence form through the use of active and passive sentence, coherence and

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<sup>15</sup> Van Dijk, T.A. (1980). Macrostructures, p. 109

<sup>16</sup> Abdul, C. (2012). Linguistik Umum. Jakarta: Rineka Cipta, p. 206

pronoun.<sup>17</sup> The use of coherence used by the speaker to give understanding to the audience about the idea that conveyed within the discourse. For example, the use of conjunction *\_therefore*, the government persuaded employers to hire more minorities' can be implied that Immigrant have less job opportunities. Another element is a pronoun that used to manipulate language by creating imaginative community. Another example that oftentimes found as the result of Critical Discourse Analysis research is the pronoun 'us'. The speaker uses the pronoun 'us' to show where the position of the object is belongs to the community. There are some kinds of syntaxes style that need to be analyzed and explored by Critical Discourse Analysis researcher which are sentence form cohesion and pronoun.

#### b. Sentences Form

The analysis of sentences form divided into three parts of analysis that are persuasion, attribution and impression management of discourse.

##### a) Persuasion

The form of persuasion sentences could be identified by the use of passive sentences in discourse, but need to be noticed that not all of the passive sentences has the aim to persuade the addressee. Another persuasion strategy is repetition which it could be an indication of the importance of the text because it will affect the hierarchical structuring of topical information. It often signaled by repeated information in discourse. Each the text

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<sup>17</sup> Safitri, D. (2015). A Critical Discourse Analysis of Racism in Nbc News Online Mass Media of Michael Brown's Case in Ferguson, Missouri. Surabaya:UINSA, p. 78

gas its own aim to inform and meaning in the way the speaker deliver it, the persuasion used to know what exactly the thoughts are, how and where it represented. The use of persuasion not only appear in the repetition of the direct sentences but also can be noticed from the outline of the text. For instances when the speaker pointing out the same case but delivered text in a different way.

b) Impression Management

Some impression management research deals with the discursive antecedents, such as the presence of positive self- description, or the performance of kind verbal acts, such as greeting of self-disclosure.<sup>18</sup> This phenomenon encounter in interview about minorities and political debate. The speaker often express moderate views, for example by avoiding delicate issue, for instance by withdrawing of changing the topic. However, a negative evolution of speaker does not always lead to less persuasion. This also depend on the social characteristics of the speaker. People who are more credible or powerful, for example, because of knowledge or status, may be more aggressive in defending their points of view than less impressive speakers.

c) Attribution

Attribution as a form of excuse is part of strategies of positive self-presentation such as in the analysis of conversation about minorities. The idea of attribution also can be noticed by negative

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<sup>18</sup> Skënderi, E. (2014). *We the Balkanians: A Critical Analysis of the Political Discourse*.

Norway: University of Bergen, p. 112

perception and representation of another group of people. The way of doing attribution can be recognized through recall the past case that related to another group based in the speaker's knowledge and perspective. Many experiment are based on information about action and actors that is presented to experimental subject in the form of discourse, for example, stories. This self-serving aspect of attribution not only holds for individuals but generally for group members, when they explain negative actions or failures members in a situation of intergroup conflict.

### c. Cohesion

A paragraph has good cohesion when each sentences is clearly linked to the next. The use of sentences must be coherent in the text and meaning. Cohesion as the part of Syntaxes structure in Critical Discourse Analysis has a function in case the correlation of each sentences in one paragraph. The term cohesion continuously related to the use of conjunction in the text. Conjunction used to unite two sentences or two paragraphs. The use of conjunction designated how speaker's shape mental model of their society. In Critical Discourse Analysis, the use of conjunction must be noticed because it emphasizes the sentence before or the opposition of the first sentence. Besides that, the use of conjunction is the key to analyze the cohesion in Critical Discourse Analysis, because each conjunction has its own function. The common coordinating conjunctions are: 'and', 'but', 'or', 'yet', 'nor'. There are also subordinating conjunctions. It establishes the relationship between a dependent clause and the rest of the sentence. A few common examples are: 'as', 'because', 'whereas', 'in order that', 'since',



'although'. The form of the sentence also must be considered in the analysis, the use of passive voice is the second key to understand the coherence in the text. The use of passive voice can determine the staging of the context of text itself, which sentence that placed as the object or subject of the sentence.

#### d. Pronoun

Pronoun is use to manipulate language by creating imaginative community. The pronoun refers to the people itself, people as members of the community and has its implicit meaning in it. The speaker uses a pronoun to show where the position of an individual or community for example, the pronoun *'us'* and *'our'* usually use for positive representation of the speaker's community. Another function of the pronoun is to show the social power and hegemony in the social structure. The pronoun *'I'* and *'you'* often times used to show the speaker's intention. The pronoun *'I'* used as a personal attribute that shows the subjective approach of the speaker in speech, while *'you'* could be influential pronoun to show the concern of the speaker towards the audience.<sup>19</sup>

#### e. Semantic Styles

Semantic is study about meaning in the written or spoken. M.A.K Halliday explains about semantic concept in Language as Social Semiotic.

There is a concept of a text as a kind of super-sentence, something that is larger than a sentence but of the same nature. But this is to misrepresent the essential quality of a text. Obviously one cannot quarrel with the use of the

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<sup>19</sup> Memon, N, Bughio, Faraz ali & Gopang, Illahi Bux. (2014). Critical Analysis of Political Discourse: A Study of Benazir Bhutto's Last Speech. Balochistan University, p. 92

term „text“ to refer to a string of sentences that realize a text; but it is important to stress that the sentences are, in fact, the realization of text rather than constituting the text itself. Text is a semantic concept.<sup>20</sup>

Semantics always deal with meaning, Van Dijk recognizes the terms Semantics as the categorizing of local meaning; sentences, proportions that build particular meaning in a text- which called superstructure. Each sentence of each word proportion could be analyzed semantically. Deals with it, there are explicit and implicit meaning in discourse analysis. Semantics analysis aims to find the meaning of the text. The meaning of the text can be seen from the kind of semantic style which are background details and presupposition.

#### 1) Background and details

Background refers to the additional information of each perception of the speaker. Backgrounds are able to influence the meaning of the text. The background that choose by the speaker determined the tendency of the speech

#### 2) Presupposition

The other device in microstructure is the use of presupposition. The presupposition is the statement of the speaker that requires or implying as an antecedent condition, and effect presupposes a cause.

### f. Stylistic Styles

Stylistic is style of writing. Teun A. van Dijk explains in News as discourse about the style. Style was defined as an

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<sup>20</sup> Halliday, M.A.K. (1978). Language as Social Semiotic: The Social Interpretation of Language and Meaning. London: Edward Arnold Publisher, p. 135

indication or marker of social properties of speakers and of the sociocultural situation of the speech event. Thus, age, gender, status, class, or ethnic backgrounds were the social factors that also determine language use variations. Variations were examined primarily at the levels of surface structure, such as phonology, morphology, syntax, and the lexicon. Depending on various social dimensions, language users may have recourse to different sound patterns, sentence patterns, or words to express a given meaning.<sup>21</sup>

Stylistic style is the particular way of the speaker to convey their intention by using language as their tool. Stylistic style has relation with the rhetoric that uses by the speaker particular style (metaphor, alliteration). The example of stylistic style can be seen through the use of word *'thug'* that used rather than *'demonstrator'* to express the author opinion, also the use of words *'black'*, *'West Indian'*, *'Asian'* to refer people from their ancestors.

#### g. Rhetoric Styles

Rhetoric is a way to persuade and strengthen the particular information that wants to be shown to the reader or hearer by using language style. The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, irony and metonymies. In textual analysis, the author expresses the things that would be stressed to the public, usually in form of graphic, pictures, raster or table to support or hidden another part to be shown. The author is not merely conveying the main information, but it shows the metaphor to ornate the text. It used as the main thought to support the particular idea to the public.

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<sup>21</sup> Van Dijk, T. A. (1988). *News as Discourse*. New Jersey: Lawrence Erlbaum Associates, p. 72-73

### 3) Superstructure of the text

#### a. Schemata

Schema or superstructures of the text is similar to the outline of the text. Most of the previous studies are analyzed the schema used the structure of headline, main topic, and then explain the event since most of them analyzed the news report. Whereas this research adopts the theory of Socio Cognitive Approach by Van Dijk to explore more the scheme of the speech. Although the method of analysis is different, analyzing the schema of the speech has the same function as another text which is to establish the ideological implication of the news report.

In general, there are two published categories big. First, a general summary is marked with a title and also lead the news. And, the second is the story that is the content of barista. And fill in this news hypothetical also has two subcategories. Where, first consists of events, namely the process or event of the road. Though, that is second is the comment completed in the text.<sup>22</sup>

Based on explanation CDA Van Dijk theory, there are three elements to know about the structure of the text. The research tried to found meaning the speech based on the structure. Kind the element such as: Macrostructure, Microstructure, and Superstructure. It is will help to answer from the formulation of the problem and to know about the meaning from the speech by Donald Trump.

### **D. Social Cognitive**

CDA argues that one of the vital fundamentals in the analysis using Socio Cognitive Approach is the affiliation

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<sup>22</sup> Eriyanto. (2001). Analisis Wacana: Pengantar analisis teks media. Yogyakarta: LKiS, p.

between power and discourses in the prototype of the access to community discourses for different social groups.<sup>23</sup> Thus Socio cognitive approach aimed to show the relationship between power and discourses. According to the result of the previous study shown that there is an explicit manner how knowledge, attitudes, ideologies and social factors are involved in a discourse to make the social mind of an individual.<sup>24</sup> This Socio Cognitive approach follows two levels of analysis: macrostructure and microstructure since both the levels of structure are the part of socio cognitive approach in Critical Discourse Analysis. The micro level of the social context includes language use, verbal interaction and communication. Whereas power, dominance, inequality among different social groups belong to the macro level of analysis. The analysis of socio cognitive approach has two main part which is heading and Subheading.

The stages of analysis Socio cognitive approach of political speech are:

1. Emotional attachment

A form of speech to start a conversation in a text or communication, by combining several opening words and the purpose of what will be delivered. To find that, researchers usually look at the context with the language used. Emotional attachment also affects the listener, because a text will be accepted if the delivery is good and meaningful.

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<sup>23</sup> Van Dijk, T. A. (1993). *Discourse and society*. London: Sage Publication, p. 96

<sup>24</sup> Memon, N, Bughio, Faraz ali & Gopang, IllahiBux. (2014). *Critical Analysis of Political Discourse: A Study of Benazir Bhutto's Last Speech*. Balochistan University, p. 91

## 2. Mind control

A form of strategy by the speaker so that listeners receive what is conveyed. The speaker also tries to control the audience's thoughts and attention. This strategy is done by connecting past events that have occurred and are real so that the text is organized in terms of thought.

## 3. Mitigating evidence

Mitigation is an expression of hope to reduce a damage. In this study, the form of mitigation carried out by the speaker is to provide hope or guarantee to listeners based on the context presented. This strategy occurs after the speaker gets the attention point from the past statement that happened.

## 4. Glorification of the party and grasping the audience

After the speaker gives a promise or hope to the audience, then it is to give the final assessment conveyed by the speaker so that the audience knows what the core meaning of the context is. In this assessment, the speaker takes the breeding context so that the topic is at a high level as a form of defending the argument.

## 5. Negative self-representation

In this strategy, the speaker represents himself positively and negatively. Through provoking expressions. The aim is to build an emotional sense to the listener.

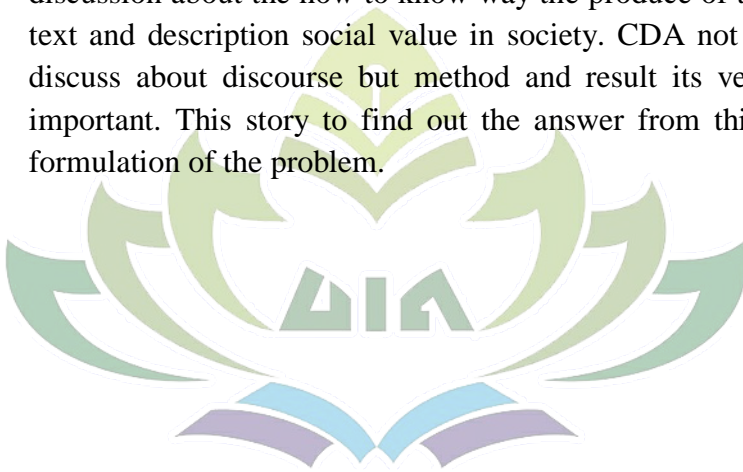
## 6. Rhetoric art of speaking (persuasive strategies and the use of pronoun)

The art of rhetoric is used to defend the argument to the end, with a beautiful language of choice. This strategy is done at the end of the speech so that the audience accepts the whole context.

Based on the explanation above, it can be concluded that there are six social cognitive, they are:

1. Emotional attachment
2. Mind control
3. Mitigating evidence
4. Glorification of the party and grasping the audience
5. Negative self-representation
6. Rhetoric art of speaking.

On the discussion can be concluded that social cognitive discussion about the how to know way the produce of the text and description social value in society. CDA not to discuss about discourse but method and result its very important. This story to find out the answer from third formulation of the problem.





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# APPENDICES





## Appendix 1

### Transkrip of Donal Trump's Terrorism National Security Speech

Thank you for joining me today.

This was going to be a speech on Hillary Clinton and how bad a President, especially in these times of Radical Islamic Terrorism, she would be. Even her former Secret Service Agent, who has seen her under pressure and in times of stress, has stated that she lacks the temperament and integrity to be president. There will be plenty of opportunity to discuss these important issues at a later time, and I will deliver that speech soon.

But today there is only one thing to discuss: the growing threat of terrorism inside of our borders. The attack on the Pulse Nightclub in Orlando, Florida, was the worst terrorist strike on our soil since September 11th, and the worst mass shooting in our country's history. So many people dead, so many people gravely injured, so much carnage, such a disgrace.

The horror is beyond description. The families of these wonderful people are totally devastated. Likewise, our whole nation, and indeed the whole world, is devastated. We express our deepest sympathies to the victims, the wounded, and their families. We mourn, as one people, for our nation's loss – and pledge our support to any and all who need it. I would like to ask now that we all observe a moment of silence for the victims of the attack.

[SILENCE]

Our nation stands together in solidarity with the members of Orlando's LGBT Community. This is a very dark moment in America's history. A radical Islamic terrorist targeted the



nightclub not only because he wanted to kill Americans, but in order to execute gay and lesbian citizens because of their sexual orientation. It is a strike at the heart and soul of who we are as a nation. It is an assault on the ability of free people to live their lives, love who they want and express their identity. It is an attack on the right of every single American to live in peace and safety in their own country. We need to respond to this attack on America as one united people – with force, purpose and determination. But the current politically correct response cripples our ability to talk and think and act clearly.

If we don't get tough, and we don't get smart – and fast – we're not going to have a country anymore -- there will be nothing left.

The killer, whose name I will not use, or ever say, was born to Afghan parents who immigrated to the United States. His father published support for the Afghan Taliban, a regime which murders those who don't share its radical views. The father even said he was running for President of that country. The bottom line is that the only reason the killer was in America in the first place was because we allowed his family to come here. That is a fact, and it's a fact we need to talk about.

We have a dysfunctional immigration system which does not permit us to know who we let into our country, and it does not permit us to protect our citizens. We have an incompetent administration, and if I am not elected President, that will not change over the next four years -- but it must change, and it must change now.

With fifty people dead, and dozens more wounded, we cannot afford to talk around the issue anymore -- we have to address it head on.

I called for a ban after San Bernardino, and was met with great scorn and anger but now, many are saying I was right to do so --

and although the pause is temporary, we must find out what is going on. The ban will be lifted when we as a nation are in a position to properly and perfectly screen those people coming into our country. The immigration laws of the United States give the President the power to suspend entry into the country of any class of persons that the President deems detrimental to the interests or security of the United States, as he deems appropriate.

I will use this power to protect the American people. When I am elected, I will suspend immigration from areas of the world when there is a proven history of terrorism against the United States, Europe or our allies, until we understand how to end these threats. After a full, impartial and long overdue security assessment, we will develop a responsible immigration policy that serves the interests and values of America.

We cannot continue to allow thousands upon thousands of people to pour into our country, many of whom have the same thought process as this savage killer. Many of the principles of Radical Islam are incompatible with Western values and institutions. Radical Islam is anti-woman, anti-gay and anti-American. I refuse to allow America to become a place where gay people, Christian people, and Jewish people, are the targets of persecution and intimidation by Radical Islamic preachers of hate and violence. It's not just a national security issue. It is a quality of life issue.

If we want to protect the quality of life for all Americans – women and children, gay and straight, Jews and Christians and all people – then we need to tell the truth about Radical Islam. We need to tell the truth, also, about how Radical Islam is coming to our shores. We are importing Radical Islamic Terrorism into the West through a failed immigration system -- and through an intelligence community held back by our president. Even our own FBI Director has admitted that we

cannot effectively check the backgrounds of the people we are letting into America. All of the September 11th hijackers were issued visas. Large numbers of Somali refugees in Minnesota have tried to join ISIS.

The Boston Bombers came here through political asylum. The male shooter in San Bernardino – again, whose name I won't mention -- was the child of immigrants from Pakistan, and he brought his wife – the other terrorist - from Saudi Arabia, through another one of our easily exploited visa programs. Immigration from Afghanistan into the United States has increased nearly five-fold in just one year. According to Pew Research, 99% of people in Afghanistan support oppressive Sharia Law. We admit many more from other countries in the region who share these same oppressive views. If we want to remain a free and open society, then we have to control our borders. Yet, Hillary Clinton – for months and despite so many attacks – repeatedly refused to even say the words “radical Islam,” until I challenged her yesterday to say the words or leave the race.

However, Hillary Clinton – who has been forced to say the words today after policies she supports have caused us so much damage – still has no clue what Radical Islam is, and won't speak honestly about what it is. She is in total denial, and her continuing reluctance to ever name the enemy broadcasts weakness across the world. In fact, just a few weeks before the San Bernardino slaughter, Hillary Clinton explained her refusal to say the words Radical Islam. Here is what she said: “Muslims are peaceful and tolerant people, and have nothing whatsoever to do with terrorism.”

Hillary Clinton says the solution is to ban guns. They tried that in France, which has among the toughest gun laws in the world, and 130 were brutally murdered by Islamic terrorists in cold blood. Her plan is to disarm law-abiding Americans, abolishing

the 2nd amendment, and leaving only the bad guys and terrorists with guns. She wants to take away Americans' guns, then admit the very people who want to slaughter us. I will be meeting with the NRA, which has given me their earliest endorsement in a Presidential race, to discuss how to ensure Americans have the means to protect themselves in this age of terror.

The bottom line is that Hillary supports the policies that bring the threat of Radical Islam into America, and allow it to grow overseas. In fact, Hillary Clinton's catastrophic immigration plan will bring vastly more Radical Islamic immigration into this country, threatening not only our security but our way of life. When it comes to Radical Islamic terrorism, ignorance is not bliss – it's deadly. The Obama Administration, with the support of Hillary Clinton and others, has also damaged our security by restraining our intelligence-gathering and failing to support law enforcement. They have put political correctness above common sense, above your safety, and above all else.

I refuse to be politically correct. I will do the right thing--I want to straighten things out and to Make America Great Again. The days of deadly ignorance will end, and they will end soon. As President I will give our intelligence community, law enforcement and military the tools they need to prevent terrorist attacks. We need an intelligence-gathering system second to none. That includes better cooperation between state, local and federal officials – and with our allies.

I will have an Attorney General, a Director of National Intelligence, and a Secretary of Defense who will know how to fight the war on Radical Islamic Terrorism – and who will have the support they require to get the job done. We also must ensure the American people are provided the information they need to understand the threat. The Senate Subcommittee on Immigration has already identified hundreds of immigrants charged with terrorist activities inside the United States since

September 11th. Nearly a year ago, the Senate Subcommittee asked President Obama's Departments of Justice, State and Homeland Security to provide the immigration history of all terrorists inside the United States.

These Departments refused to comply. President Obama must release the full and complete immigration histories of all individuals implicated in terrorist activity of any kind since 9/11. The public has a right to know how these people got here. We have to screen applicants to know whether they are affiliated with, or support, radical groups and beliefs. We have to control the amount of future immigration into this country to prevent large pockets of radicalization from forming inside America.

Even a single individual can be devastating, just look at what happened in Orlando. Can you imagine large groups? Truly, our President doesn't know what he is doing. He has failed us, and failed us badly, and under his leadership, this situation will not get any better -- it will only get worse. Each year, the United States permanently admits more than 100,000 immigrants from the Middle East, and many more from Muslim countries outside the Middle East. Our government has been admitting ever-growing numbers, year after year, without any effective plan for our security.

In fact, Clinton's State Department was in charge of the admissions process for people applying to enter from overseas. Having learned nothing from these attacks, she now plans to massively increase admissions without a screening plan, including a 500% increase in Syrian refugees. This could be a better, bigger version of the legendary Trojan Horse. We can't let this happen.

Altogether, under the Clinton plan, you'd be admitting hundreds of thousands of refugees from the Middle East with no system to vet them, or to prevent the radicalization of their children. The burden is on Hillary Clinton to tell us why she believes

immigration from these dangerous countries should be increased without any effective system to screen who we are bringing in. The burden is on Hillary Clinton to tell us why we should admit anyone into our country who supports violence of any kind against gay and lesbian Americans.

The burden is also on Hillary Clinton to tell us how she will pay for it. Her plan will cost Americans hundreds of billions of dollars long-term. Wouldn't this money be better spent on rebuilding America for our current population, including the many poor people already living here? We have to stop the tremendous flow of Syrian refugees into the United States – we don't know who they are, they have no documentation, and we don't know what they're planning.

What I want is common sense. I want a mainstream immigration policy that promotes American values. That is the choice I put before the American people: a mainstream immigration policy designed to benefit America, or Hillary Clinton's radical immigration policy designed to benefit politically-correct special interests. We've got to get smart, and tough, and vigilant, and we've got to do it now, because later is too late. The media talks about "homegrown," terrorism, but Islamic radicalism, and the networks that nurture it, are imports from overseas.

Yes, there are many radicalized people already inside our country as a result of the poor policies of the past. But the whole point is that it will be much, much easier to deal with our current problem if we don't keep on bringing in people who add to the problem. For instance, the controversial Mosque attended by the Boston Bombers had as its founder an immigrant from overseas charged in an assassination plot. This shooter in Orlando was the child of an immigrant father who supported one of the most repressive regimes on Earth. Why would we admit people who support violent hatred? Hillary Clinton can never claim to be a

friend of the gay community as long as she continues to support immigration policies that bring Islamic extremists to our country who suppress women, gays and anyone who doesn't share their views.

She can't have it both ways. She can't claim to be supportive of these communities while trying to increase the number of people coming in who want to oppress them. How does this kind of immigration make our life better? How does this kind of immigration make our country better? Why does Hillary Clinton want to bring people here—in vast numbers—who reject our values? Ask yourself, who is really the friend of women and the LGBT community, Donald Trump with his actions, or Hillary Clinton with her words? Clinton wants to allow Radical Islamic terrorists to pour into our country—they enslave women, and murder gays. I don't want them in our country.

Immigration is a privilege, and we should not let anyone into this country who doesn't support our communities – all of our communities. America has already admitted four times more immigrants than any country on earth, and we continue to admit millions more with no real checks or scrutiny. Not surprisingly, wages for our workers haven't budged in many years. So, whether it's matter of national security, or financial security, we can't afford to keep on going like this. We owe \$19 trillion in debt, and no longer have options. All our communities, from all backgrounds, are ready for some relief. This is not an act of offense against anyone; it is an act of defense.

I want us all to work together, including in partnership with our Muslim communities. But Muslim communities must cooperate with law enforcement and turn in the people who they know are bad – and they do know where they are. I want to fix our schools, roads, bridges and job market. I want every American to succeed. Hillary Clinton wants to empty out the Treasury to bring people into the country that include individuals who



preach hate against our own citizens. I want to protect our citizens – all of our citizens.

The terrorist attack on the Pulse Night Club demands a full and complete investigation into every aspect of the assault. In San Bernardino, as an example, people knew what was going on, but they used the excuse of racial profiling for not reporting it. We need to know what the killer discussed with his relatives, parents, friends and associates. We need to know if he was affiliated with any radical Mosques or radical activists and what, if any, is their immigration status. We need to know if he travelled anywhere, and who he travelled with.

We need to make sure every single last person involved in this plan – including anyone who knew something but didn't tell us – is brought to justice. If it can be proven that somebody had information about any attack, and did not give this information to authorities, they must serve prison time. America must do more – much more – to protect its citizens, especially people who are potential victims of crimes based on their backgrounds or sexual orientations. It also means we must change our foreign policy.

The decision to overthrow the regime in Libya, then pushing for the overthrow of the regime in Syria, among other things, without plans for the day after, have created space for ISIS to expand and grow. These actions, along with our disastrous Iran deal, have also reduced our ability to work in partnership with our Muslim allies in the region. That is why our new goal must be to defeat Islamic terrorism, not nation-building. For instance, the last major NATO mission was Hillary Clinton's war in Libya. That mission helped unleash ISIS on a new continent.

I've said NATO needs to change its focus to stopping terrorism. Since I've raised that criticism, NATO has since announced a

new initiative focused on just that. America must unite the whole civilized world in the fight against Islamic terrorism, just like we did against communism in the Cold War. We've tried it President Obama's way. He gave the world his apology tour, we got ISIS, and many other problems, in return. I'd like to conclude my remarks today by again expressing our solidarity with the people of Orlando who have come under attack. When I am President, I pledge to protect and defend all Americans who live inside of our borders. Wherever they come from, wherever they were born, all Americans living here and following our laws will be protected.

America will be a tolerant and open society.

America will also be a safe society.

We will protect our borders at home.

We will defeat ISIS overseas.

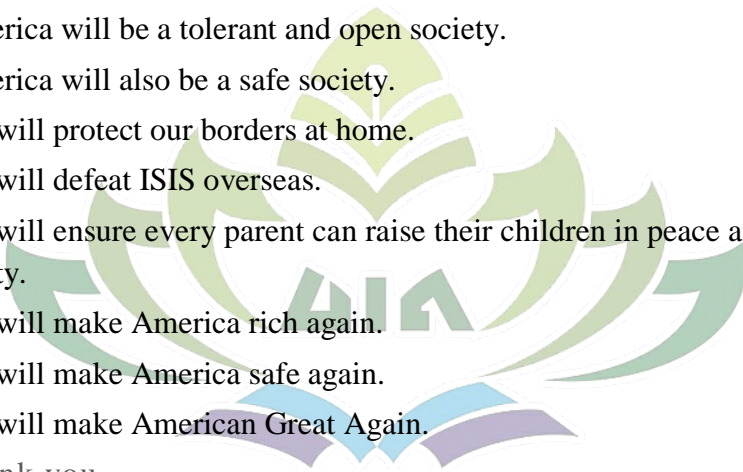
We will ensure every parent can raise their children in peace and safety.

We will make America rich again.

We will make America safe again.

We will make American Great Again.

Thank you.



## Appendix 2

### Pictures of Donald Trump Speech

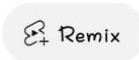
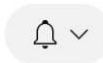


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*by* Perpustakaan Pusat

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