

CHAPTER I INTRODUCTION

1.1 Background of the Study

Speech is an activity carried out in front of a large audience to provide views and opinions about a problem. One form of speech is political speech. Usually, political speech deals with political issues that occur in a government. Additionally, the character of political speech is also informative and persuasive. What is meant by informative is speech that accommodates information aimed at listeners. It explains that the information contains an explanation and description of an object or problem being discussed. Furthermore, political speeches are also persuasive. This displays that speech can also affect the listener's mindset. This was done by influencing and engaging listeners.

This research discussed two speeches made by two state officials. The speech was delivered after diverse terrorist attacks occurred. Currently, many terrorist attacks occur in several districts of the world. One of them was in the United States. According to Bruce Hoffman (2002, p.314), the United States and all democratic countries that value personal freedom and fundamental civil liberties will remain vulnerable to terrorism. Because of their inability to protect all targets all the time against all possible terrorist attacks. As a result of this terrorist attack, many victims were killed and injured. One example of a significant attack in the United States was a hijacked jet destroying the twin towers and crashing into the Pentagon on the day of terror.

In this research, two speeches were delivered by two state presidential candidates about the 'War on Terror.' In voicing their opinions, two state officials,

Donald Trump and Hillary Clinton, also discussed the 'War On Terror.' Several state officials of the United States often used this term when they delivered a speech about terrorists, such as Donald Trump, Hillary Clinton, George W. Bush, and others. 'War On Terror' was delivered by George W. Bush when he served as President of the United States. He was the 43rd president of the United States who served from 2001-to 2009. Significant terror acts also occurred during the Bush presidency, including hijacking a plane that crashed into the WTC building. 'War On Terror' is also a tangible form of the United States government to eliminate acts of terror on this earth. According to Nazir (2010, p.65), the country's economy, society, politics and ideology have been impacted by the 'War On Terror'. Therefore, this proves that acts of terror are detrimental to anyone, regarding race, ethnicity, nation, religion, etc.

The first speech was taken from Donald Trump's national speech, which contained 'War on Terror.' Along with the speech, Trump was campaigning to participate in the presidential election as the 45th United States presidential candidate. The speech was delivered on August 15, 2016. Finally, he became the 45th president of the United States in January 2017 and managed to defeat Hillary Clinton. The speech was delivered after Trump saw a lot of mass murder, casualties, and destruction in the United States District. Trump saw many brutal attacks in parts of the United States, such as Boston, Ft. Hoods, Chattanooga, Tennessee, San Bernardino, Texas, and Orlando. He also saw cases of terrorism in Europe and France. His speech also discussed the public's anxiety and concern about the continuing acts of terror in the United States. Zulaika& Douglass (2008, p.28) noted that terrorism becomes a monster that poses a risk wherever it is and

dominates American life. The term 'War on Terror' also refers to acts of radical Islamic terrorism in the United States. Young (2009, p.96) argued that the 'War on Terror' is becoming a new dark way of thinking globally. The fear of world citizens could be connected globally, even if the accident does not happen in their country. He also promised to fight radical Islamic terrorism and eradicate terrorists.

The second speech is the speech of Hillary Clinton. Like Donald Trump, Hillary Clinton is also a candidate for the 45th President of the United States. Hillary was a lawyer, diplomat, writer, and first lady from 1993-to 2001. She is the wife of the 42nd president, Bill Clinton. In her speech, Hillary also discussed her country's insecurity against bomb terrors and brutal acts of terrorism that occur all over. Hillary explained several areas attacked by terrorist groups, such as Brussels, Paris, and San Bernardino. She also discussed areas outside the continental United States, such as the bombings in Instabul, West Africa, Lebanon, Tunisia, and others. The actions were carried out by beheading civilians, raping women, and killing children, and he believed that the ISIS group carried out these atrocities. Hillary tried to convince the public that she would defeat ISIS in her campaign. She thought maintaining the United States' peace would be the most crucial challenge to the next President.

In this research, the researcher examined discourses were based on two speeches by two presidential candidates. Indeed, in Donald Trump's and Hillary Clinton's speeches, some similarities would be available because they both discussed the 'War on Terror.' Nevertheless, this did not rule out the possibility of other things or differences between the speeches delivered by the two candidates

for President of the United States. Their reason was apparent when they announced their speech, apart from being one of their reasons to gain the people's trust during the campaign. However, Sujito et al. (2019, p. 26) argued that the ability of political figures to persuade and impress the public is crucial in determining their success in winning the election. Therefore, it impacts and disrupts national security in the United States.

In conducting this research, the researcher used a transitivity system. As it is known, these transitivity systems associate each other with the content expressed in a language. Sawirman (2021) stated that language is the main element in delivering information to the public. This transitivity system was chosen because it analyzed all grammatical aspects, such as participants in the process and the circumstances in which it occurs. This case describes not only the verb or object but also the whole clause. The clause also consists of information and also the meaning of the text. In addition, clauses also describe how experiences and interactions are structured. For instance, (*Indonesia*) provides information about a place, (*table*) includes information about an object, etc. According to Halliday (2014, p.220), there are three components of the transitivity system; the process, the participants, and the circumstance. Halliday distinguishes six different processes; material process, mental process, verbal process, relational process, behavioural process, and existential process. In short, the participant can refer to people or things. Process refers to the verb or verbal group. Circumstances refer to adverbial, prepositional phrases detailing where, when, and how something occurs.

In the speeches by Donald Trump and Hillary Clinton, the researcher used systemic functional linguistics to ascertain how the two candidates were achieving their political aspirations in the 'War on Terror' discourse. Afterwards, this research was also supported by framework transitivity analysis to find out the ideational meaning raised by grammatical choices. The aim was to identify how they describe terrorist images in their political speeches. Therefore, by analyzing two speeches from two candidates with transitivity analysis, the researcher can determine what processes occur the most in their political speeches.

1.2 Research Question

The main focus of this research was to determine the distribution of the transitivity system for the two presidential candidates, Donald Trump and Hillary Clinton, in the discourse of the 'War on Terror.' In this case, the speech can influence the listener to do or agree to something following his political aspiration. Based on the topics to be discussed in this research, the research problems were formulated as follows:

1. What are the types of transitivity systems regarding six processes, participant functions, and circumstantial elements used by Donald Trump and Hillary Clinton's speech discourses about the 'War on Terror'?
2. How do Donald Trump and Hillary Clinton represent the image of a terrorist through their speech about the 'War on Terror'?

Based on these research questions, it was supposed that the researcher could discover the transitivity system used in the speech discourses and how the two candidates built up the image of terrorists in their speeches.

1.3 The Objective of the Study

In this analysis, the main thing that becomes the main focus of this research is how the two presidential candidates use their language in the discourse of the 'War on Terror. Indeed, this is also related to their efforts to achieve their aspiration goal. Therefore, through transitivity analysis, it can be seen which processes arise more often from the language used in their speech. In addition, the representation of terrorism also represented through the analysis based on the discourse of the 'War on Terror.' Based on the explanation above, it can be concluded that the objectives of this research could be formulated as follows:

1. To specify the transitivity system used by Donald Trump and Hillary Clinton's speech regarding the 'War on Terror.'
2. To identify how the two candidates, Donald Trump and Hillary Clinton, represented the image of terrorists through the language in their speeches regarding the 'War on Terror.'

1.4 Scope of the Study

In this research, the main focus of the researcher was to consider the possible distribution of six different processes of the transitivity system in Donald Trump and Hillary Clinton's speeches related to the 'War on Terror. Necessarily, along with six different types of transitivity systems, it included three components: participants, the process itself, and the circumstances. Therefore, a representation of terrorism was formed through the language used by the two candidates.

1.5 Methods of the Study

In conducting this study, the qualitative research method was applied in this research. According to Creswell (2013, p. 175), this method was used to gain data by examining documents, behaviour or interviewing participants. Then, the researcher used several steps: collecting the data, analyzing the data, and presenting the result of the analysis.

1.5.1 Collecting Data

In collecting data, several steps must be done. First, find and watch videos from credible sources on the internet. The researcher also observed and listened to the video repeatedly and carefully when collecting the data. Then, while watching the video, a note-taking technique was also carried out as it was known that the video data was still oral. For data identification, the data must first be converted into written data. To ensure that the transcript of the video was accurate, the researcher looked for credible sources to match the transcripts that had been obtained. Then reread the reading from the transcript and match it with the video obtained. After making sure that the video and transcript match, the researcher divided the transcript of the spoken data into sentences. After that, the forms of sentences are categorized into clauses. Finally, the clause was classified in the table to be identified. Therefore, it could ascertain the components in the transitivity analysis, namely participant functions, process types, and circumstantial elements.

1.5.1.1 Source of Data

In this research, the researcher took one speech in video from the two candidates, Donald Trump and Hillary Clinton. Indeed, both speeches are closely

related to 'War on Terror'. In the first speech delivered by Donald Trump on Aug 16th, 2016. The video was live-streamed in Youngstown, Ohio. The area is still part of the United States as well. Presidential candidate Donald Trump reveals his plans to fight ISIS and terrorism in his speech.

Similarly, the second speech was delivered by Hillary Clinton on March 23, 2016, in Stanford, California. In the video, presidential candidate Hillary Clinton said that ISIS threatens every part of the world. Again, it is not only commemorated but also to be defeated.

The data for this research were taken from two presidential candidates and speech discourses: Donald Trump and Hillary Clinton. Both audiovisuals are taken from www.Youtube.com. The audiovisual of Donald Trump's speech was taken from the CNN channel and the audiovisual of Hillary Clinton. The online address of the audiovisual from Donald Trump was <https://www.youtube.com/watch?v=2hptE3ewkD4>. As well as the online address of the audiovisual from Hillary Clinton <https://www.youtube.com/watch?v=csZDRhuV-tU>. As is well known, CNN was a credible source. In addition, to make it easier for the researcher to identify their speeches, the researcher took the transcript from Donald Trump and Hillary Clinton to the audiovisual source. Both transcripts were downloaded from google at online addresses

<https://www.politico.com/story/2016/08/donald-trump-terrorism-speech-2270>

25and <http://edition.cnn.com/TRANSCRIPTS/1603/23/cnr.06.html>

1.5.1.2 Procedure

In this study, the appropriate speeches related to the 'War on Terror' from Donald Trump and Hillary Clinton were sourced from the internet. Then, the video was watched and repeatedly listened to get the oral data. Next, the oral data were converted into written data. To ensure that the data was precise and accurate, the researchers also looked for transcripts of related videos. After the written data was found, the researcher categorized the speech into sentences. Then the sentence was changed to a clause. After that, the clauses were organized into tables to identify processes, participants, and circumstances.

1.5.2 Analyzing the Data

The previous stages, such as collecting the data, must be completed in analyzing the data. Then, the data was transferred into written data, then into sentences, and categorized into tables into clauses. Afterwards, the clause was identified based on the process type, participant function, and circumstantial element. Of course, the clause was analyzed based on the theory proposed by Halliday. After being categorized in the table, the percentage of the clause was calculated based on the elements in the transitivity system. Therefore, calculating the total percentage requires the following formula as follows:

$$X = \frac{Y}{Z} \times 100\%$$

X = The percentages of the process.

Y = The number of occurrences of the process

Z = Total Processes

Furthermore, to find out how the two presidential candidates describe the image of terrorists in the 'War on Terror' discourse, this research conducted Systemic Functional Linguistics (SFL). Then, the researcher also applied the framework of transitivity analysis that determines the ideational meaning related to grammar choice. Then the data that have been analyzed are presented to get the results.

1.5.3 Presenting the Result of the Analysis

After the results were obtained from the previous stages, the analysis results were presented in the form of word descriptions. According to Rego (2020) in Titscher (2009, p.107), the result of the analysis was described descriptively. In that case, the results of the analysis were also presented in the form of tables, codes, and charts. The tables containing clauses categorized based on process type, participant function, and circumstantial elements make it easier to observe the results of the analysis. Charts were also used to make it easier for researchers to present the percentage of type processes.

