CHAPTER 4
CONCLUSION

In this research, the data are identified by the types of impoliteness strategy that used in "Impoliteness Strategies Used by Donald Trump in *Fox News* Republican Presidential Debate at March 3, 2016" by referring to Culpeper impoliteness strategy and the theory of SPEAKING by Hymes. The research discovers Trump has applied 40 utterances containing impoliteness strategy. There are three types of impoliteness strategy during the debate: *negative impoliteness* strategy, *positive impoliteness* strategy, *sarcasm or mock politeness* strategy. The research finds that *negative impoliteness* strategy occurs 36 times (90%) where Trump has to defend his argument against attacks and critics from others. The subs-strategyies that have been used are *frighten*, *condescend, scorn or ridicule*, *explicitly associate the other with a negative aspect*, *put the other's indebtedness on record*, and *violate the structure of conversation*. The *positive impoliteness* strategy has been applied twice (5%) when Trump tries to invite and convince people to join and support him. The sub-strategy of *positive impoliteness* strategy is used in *disassociate from the other*. *Sarcasm or mock politeness* strategy in his utterances has been applied twice (5%). This strategy is utilized to insult other candidates politely and convinces people that he is different with others.

Referring to the findings, about 90% Trump has applied impoliteness in his utterances either to defend his argument or attack other candidates. The writer concludes that Trump dominantly uses *negative impoliteness* strategy along the debate. Trump is the candidate who gets many attacks and critics from his opponents. He has to defend his arguments against them to keep people trusting on him by attacking back the attacks and critics. In this

case, the negative impoliteness strategy plays an important role in the debate. It only occurs in responding other's arguments where Trump receives many threats and attacks from the other candidates. Hence, Donald Trump assumes this strategy is very useful to create a tough character as a true leader who can lead the country.

Donald Trump has successfully applied this strategy in the election. The *negative impoliteness* strategy appears as a shield to protect his knowledge on leadership and arguments against the others. Using this strategy, Donald Trump is seemed literally try to fight people's welfare upon his behalf. Otherwise, he actually utilizes the *negative impoliteness* strategy for his pride and dignity instead of inviting people to make America great again. It can be proven by his utterances in the debate which are supposed to discuss people's problem but, unfortunately, they occur to attack and threat his opponents.