CHAPTER I

INTRODUCTION

1.1   Background of Research

Language is a set of spoken, written, or sign languages individuals use to communicate with one another and the rest of society (Susatyo & Wardhono, 2019). One of the functions of language is that it is used as a social control mechanism. Language has the power to influence how individuals, community organizations, and society at large behave (Keraf, 2010). An influential way of using language is usually used by political figures, known as language style.

Language style influence the setting, circumstances, participants, and relationships in communication. Depending on the situation, language style indicates how a person speaks or writes and the person spoken or written to (Ansari & Padmadewi, 2022). This implies that everyone uses different language styles based on the setting, the nature of the conversation, and the circumstances. Everyone has different language styles. Therefore, understanding each other in social situations is very important. Language style also affects a person's communication. Public speaking often uses a particular language style among all mediums of oral communication.

Public speaking is a form of oral communication often using distinctive language expressions. According to Slagell (2009, p. 194), speech is a complex

process that involves communicating meaning to a wide audience. Speech is not just about communicating words and concepts to an audience. In some situations, a speech can be a social event, such as when a speech inspires someone to take action. Speeches are used to hone public speaking skills and increase confidence before performing in front of an audience. In order to inform, persuade, or entertain the audience, public speeches are oral presentations made to a crowd in a planned, deliberate, and coordinated manner. Political figures also considered often use certain language styles in their speeches because they have to speak in national and international forums. This is because the higher a political figure wants to occupy, the more efforts are made to create and manipulate language. One political figure considered to use language style in his speech is President Donald John Trump.

The most outstanding and stunning speech delivered by Donald Trump was his presidential election address in the 2024 US presidential election, which took place on September 15, 2022, at his luxury Mar-a-Lago residence in Palm Beach, Florida, USA. In his speech, Donald Trump declared his intention to compete in the party primaries, promising to "Make America great and glorious again." In a speech that lasted for more than an hour and was broadcast live on US television, Trump criticized Biden's presidency and reviewed his own administration's achievements in terms of policy. Since taking the lead, Biden, according to Trump, has allegedly destroyed the policies of his legacy. In his speeches, Trump has decried immigration and claimed that a crime pandemic is sweeping through American communities. As a result, the subject of this study is Donald Trump's election speech.

The researcher wants to investigate the usage of stylistic features in Donald Trump's presidential election speech by evaluating figurative language. There is also a reason why the researcher chooses Donald Trump as the research object. Trump's speech is a valuable subject for linguistic analysis since it reflects a unique and significant style of political speech. Understanding how language is used strategically in high-stakes political communication can be learned through analyzing Trump's speeches. Trump's communication style is frequently marked by rhetorical language, influential language, and exaggerated language, making him an intriguing case study for investigating stylistic characteristics in political discourse. As a controversial figure, Trump was known as one of the world's most divisive presidents throughout his time in the White House. Trump withdrew the US from the UN climate change accord, cut off financing to the WHO, and strained international ties by mediating peace talks between the UAE, Bahrain, and Israel.

Furthermore, there is currently a lack of stylistic analysis-based research on political speeches from countries where English is not the official language in the English Department. In other stylistics discussions, most students opted to research literary sources like poems, poetry, song lyrics, or a novel. Additionally, the speaker's sensitive subject and reputation as a divisive figure make the researcher believe the speech deserves analysis. This has piqued the interest of researchers in analyzing the types and functions of figurative language utilized in Donald Trump's presidential election speech according to Perrine's (1969) theory.

1.2   Theoretical Framework

The purpose of this study is to identify the types and functions of figurative language in Donald Trump's speech during the presidential election. The researcher will examine the data using the following theory:

1.2.1   Stylistics

Stylistics is a subfield of linguistics. It is frequently referred to as the study of style. According to Leech (1981), the study of writing styles used in literary and non-literary works is known as stylistics. While non-literary publications take on a style as a means of explanation, literary stylistics investigates the connections between language and aesthetic function. Stylistics is the study of language and style in its most basic form. Verdonk (2002) mentioned that linguistic description of a language style research is what stylistics is. Since language is the primary subject of stylistics, this discipline falls under linguistics, though its research can occasionally take a literary viewpoint. Stylistics expanded on its research subjects as it developed. First, literary works are investigated using stylistics. Nowadays, stylistics can be used in non-literary works as well. According to Simpson (2004), literary texts are the best source for studying stylistics. Still, many other kinds of discourse, including casual conversation, journalism, popular music, and advertising, frequently exhibit a wide range of stylistics. The study of stylistics is now more flexible and relevant and can be used in more contexts.

Specific stylistic categories are used more frequently than linguistic categories in stylistics. However, stylistics, whose primary focus is language will not be

separated from grammatical considerations. In their work Style in Fiction (2007, p. 61), Leech and Short note that stylistics can be studied in four ways. Lexical classes are prioritized. Lexical groupings are concerned with terms that appear in the text. The text's lexical elements take several forms, including nouns, verbs, adjectives, and adverbs. Grammatical groups are ranked second. The third element is cohesion and background. While context refers to the environment in which the text is read, coherence refers to the relationship between words and phrases inside the text. The usage of speech symbols is the fourth. Rarely used speaking patterns are known as figures of speech. When figures of speech are used, language becomes figurative.

1.2.2   Figurative Language in Stylistics

Holman (1986) defined figurative language as an international deviation from the usual order, construction, or meaning of the words in order to create an effect, describe by analogy or discover and illustrate parallels or other disparate things in a way that is not literal. Figurative language has more to say than just what can be inferred from its superficial meaning, so it should not be interpreted solely in terms of its denotative meaning. Figurative language is used to gain strength and freshness of expression. According to Keraf (2009), figurative language strengthens, elicits associations, explains, and provides comedy.

Twelve figurative languages are divided into three groups by Perrine (1969). The first category is figurative language, comprising simile, personification, metaphor, and apostrophe. By association, synecdoche, metonymy, symbol, and allegory comprise the second category of figurative language. By contrast, the final

5

category consists of figurative language, which can express paradox, hyperbole, litotes, and irony. Researcher chose Perrine's theory because it not only explains the type of figurative language but also explains figurative language's function.

1. By Comparison

a. Simile

Thomas R. Arp claims that a simile is a figurative language used to describe parallels between two things without using adjectives like as, than, comparable to, resembles or seems (Perrine, 1984, p. 62). Enhancing a sentence's emphasis or giving it a better meaning. Simile and metaphor can both be quite confusing. It's crucial to remember that a metaphor has a distinct, more poetical structure than a simile (Meranggi et al., 2022).

Gill (1995, p. 25) stated that when two different elements are quickly compared using a connector like 'like' or 'as', it is simpler for readers to understand that the text is using simile-based figurative language. She is like my sunlight, for example, connects the phrases 'she' and 'my sunshine' and demonstrates how they are comparable in terms of the importance of beauty. Similes and metaphors are often used in conjunction in literary writings to increase the impact and beauty of the writing. Similes are used in poetry, prose, and everyday conversation to communicate the beauty of a message (Fadaee, 2011). A simile, as opposed to a metaphor, is an overt analogy that clearly and precisely explains the thing.

b. Personification

Perrine (1969, p. 67) described personification as imbuing an animal, an object, or a concept with human traits. These beings, inanimate objects, or concepts can act in human-like ways. According to Kennedy (1979), personification is a form of figurative language in which inanimate objects are given human attributes to produce dramatic effects. Additionally, according to Gill (1995, p. 30), the poet considers the dead object an alive being with human-like abilities. It is comparable to how some individuals perceive the relationship between feeling and scenery as exposing the natural world's dynamic character. In Perrine (1984) according to Arp, personification differs from other figurative languages in requiring readers to imagine something literal that turns into a human shape. For example, "the moon has a lovely grin."

c.   Metaphor

Perrine (1969, p. 65) states that a metaphor is a comparison between seemingly unrelated objects. The process of generating a mapping between the source domain of the topic or concept and the target domain of the topic or idea that a speaker or writer intends to describe is known as metaphor, according to Simpson (2004, p. 41). In figurative language, metaphor can demonstrate the analogizing sense (Leech & Short, 2007). A metaphor is implicitly a type of similarity or comparison. Subjects, things, and other roles are all possible for metaphors. He had a heart of a lion. For instance, uses a short word to represent a metaphor. This idiom implies that the subject has a courageous and powerful heart, like a lion.

The metaphor aims to create an abstract connection between two objects by emphasizing some similarities. Furthermore, Leech and Short (2007, p. 21) claim that poetic metaphor encourages people to construct meaning, i.e., to find interpretations by paraphrasing, and pushes them to reject a literal understanding.

d.   Apostrophe

Apostrophes are another form of figurative language occasionally regarded as metaphors or personifications because they compare two entities that, in reality, have no relationship at all and give inanimate objects a human quality. According to Leech (1968), an apostrophe is utilized when a speaker is speaking to an object that is incapable of hearing or responding to the speaker. The apostrophe addresses non-human items or individuals as if they were significantly more alive and capable of responding to what is said. Apostrophes are also a representation in which inanimate objects are addressed immediately as if they were alive. (Khairunnisa & Iskandar, 2022). "This is my letter to the world," for example. In the previous example, Emily Dickinson uses the word "world" to address individuals in the world when she is not getting a response.

2.   By Association

a.   Synecdoche

Synecdoche is employed when referring to a component as the whole or vice versa. When writers give a partial picture of what they want to say, they use figurative language. Leech (1968) defined synecdoche as a convention when the word for the

portion refers to the whole or entire thing. Additionally, according to Wren and Martin (1990), in a synecdoche, the entirety or a portion identifies the other.

Holman (1986) defines synecdoche as a literary device that substitutes a portion of a person for the entire person. In addition, synecdoche is described by Wren and Martin (1990) as "when a part is used to indicate the whole or the whole indicates a part." As an illustration of a part representing the total, consider the following: The top singer was the focus of attention. Because the eyes are a component of the human body, the phrase "all eyes" can refer to both the audience as a whole and the entire public as a whole.

b. Metonymy

A metonym is a type of figurative language in which the name of one object is used to refer to another that is still associated, according to Frederik (1988, p. 20). A metaphor is a figurative language in which one phrase is used instead of another. Metonymy is a theoretical technique for explicitly describing something (Juliarta & Wirawan, 2021). The identification of an object by the name of anything that is typically associated with it, according to Wren and Martin (1990), is known as metonymy. To illustrate, a man might mistakenly say, "Give me a light!" for, "Give me some fire!" The phrase "He consumes excessive amounts of whiskey" is another example of someone who is "addicted to the bottle."

c. Symbol

Symbols signify more than they do, according to Perrine (1969). A symbol is a character, scene, or item in a story that alludes to interpretations other than the literal,

9

according to Kennedy and Gioia (2007). According to Kövecses (2010), metaphors can serve as the foundation for symbols in society. In addition, he claims that comprehending a sign – entails recognizing the mental metaphors that it can or was meant to generate. William Black once penned, "Ah Sunflower, weary of time, who counts the steps of the sun," as an example. In this illustration, the sun represents life, and the sunflower represents a human being. This poem explains how people occasionally go through their existence.

d. **Allegory**

An allegory is a literary device used to communicate a parallel succession of symbolic concepts through literal occurrences such as people, places, and objects in narrative form in rhyme or prose, according to Kennedy and Gioia (2007). Aside from that, an allegory has two levels of interpretation: a literal level that offers a surface narrative and a symbolic depth that develops abstract ideas. For instance, "Life is like riding a bicycle, you have to keep pedaling and moving forward to maintain balance." In this illustration, life is compared to riding a bicycle to illustrate how it is similar to life in that it requires continual forward motion and peddling to remain upright (Khairunnisa & Iskandar, 2022).

3. **By Contrast**

a. **Paradox**

According to Kennedy (1979), a paradox is a claim that, at first glance, appears to be self-contradictory but, upon closer examination, shows a truth that is typically

concealed. Then, according to McArthur (1996), paradox is a circumstance or remark that looks to be self-contradictory, if not ludicrous, yet may really contain useful information. The use of paradox can draw the focus of readers or listeners and emphasize a particular section of a text. The phrase "Honestly, I'm a compulsive liar" is an example of paradox. The example sentence is a paradox because the author claims to be a compulsive liar while also speaking the truth in the same sentence. Because the liar speaks the truth, it is contradictory.

b.   Hyperbole

Perrine (1984) defines hyperbole as an impractical exaggeration of an object's characteristic to stress the significance of truth or feeling. Like other figures of speech, it can have various impacts, including humor or gravity, whimsy or restraint, and persuasiveness or lack thereof. Such exaggeration is employed in writing to add emphasis or create vivid descriptions. A person's views or feelings can be dramatized or emphasized through hyperbole. "I've told her a million times" as an example. In the first instance, the sentence does not imply that the author repeatedly informed "her" about something. The expression is intended to convey that he has repeatedly informed her about the incident. As a result, he appears to have told her a million times, which is how the phrase "a million times" is stated.

c.   Litotes

The figurative language of litotes includes statements condensed from their original length (Potter, 1967). Litotes is the exact opposite of hyperbole. A speaker employs a negative word ironically to imply the opposite (Milana & Ardi, 2021).

11

Understatement is an ironic figurative language that minimizes the reality of a circumstance. The speaker does not overstate their points when using understated or litotes. A speaker may emphasize a point or convey it more than if they made the opposite claim instead of the original one (Simatupang et al., 2020). Geeraerts (2010) states that litotes, which express things in a condensed manner, is the opposite of hyperbole, such as saying "I wouldn't mind" when you mean "I'd very much like to."

d. Irony

Irony is a type of figurative language that involves expressing something contrary to its literal meaning or expectations. It is often characterized by a discrepancy between what is said and what is meant or between what is expected and what occurs. When something is said using figurative language, it is known as irony. (Muziatun et.al, 2022). It is frequently used to express mockery or to communicate quietly. The speaker's objective in irony is to transmit a contrasting interpretation or highlight a contradiction, generally for humor, satire, criticism, or to emphasize a more profound truth. It relies on the audience's ability to recognize the contradiction between the literal or surface meaning of the words and the intended or implied meaning. Thus, irony is satire in which facts are hidden or subtly implied (Dane, 2011). An example of irony is, "In this prison, we are happy, actually."

1.2.3 Function of Figurative Language

Perrine (1969) asserts that employing figurative language rather than direct remarks is frequently a more effective means of communicating our goals. In his book

Sound and Sense, he also recommends four uses for metaphorical language, which are giving imaginative pleasure, bringing additional imagery, increasing emotional intensity, and saying much in a brief compass.

1. Giving Imaginative Pleasure

Reading or hearing a speech immediately inspires readers and listeners to imagine the content or speaker. As a result, viewers or audiences can understand more of what is said when figurative language is used. The reason for this is that figurative language stimulates the imagination more than regular language does. As a result, figures of speech are satisfying in and of themselves, according to Perrine (1969), giving us a source of pleasure in using our imagination, as seen by the difference between the expressions "His voice is very loud and His voice could tear a mountain." The notion of a man with a loud voice is the same in both expressions. The first phrase effectively communicates the concept. As a result, it is not entertaining the audience's imagination. The second expression, on the other hand, creatively conveys the concept through hyperbole. Enhancing the voice's impact stimulates the audience's creativity. Thus, the phrase makes the audience imagine a very loud voice that could split the mountain.

2. Bringing Additional Imagery

Giving the viewer more imagery is another purpose of figurative language. According to Perrine (1969), using a figurative language is a method to increase the amount of imagery in verse, make the abstract concrete, and increase the sensuality

13

of poetry. One such phrase is, "Her will is mightier than the Great Wall." Since this is what is used in the phrase, a metaphor is present. Additionally, the phrase conjures up additional mental images for the audience because they will picture her as being the size of an enormous wall. As soon as the audience hears the phrase, they will immediately see the picture. Making the abstract concrete helps the viewer understand the concept.

3.   Increasing Emotional Intensity

The deliberate use of literary methods and idioms to amplify the emotional effect of a written or spoken text is referred to as increasing the emotional intensity of figurative language. Figurative language becomes more powerful, evocative, and impactful in transmitting emotions and captivating the reader or listener when the emotional intensity of the language is increased. For example, when the words "She burst into his arm" appears in the minds of the audience, The joy of the miner who has finally discovered a city made of gold immediately fills their hearts. The woman's emotional energy will be stronger for them. The inference from the previous illustration is as follows: Figures of speech can give emotional weight to words that might otherwise appear unimportant and can convey attitudes as well as facts (Perrine, 1969). The audience's imagination is at blame for the increasing emotional intensity, which causes them to become totally involved in it and experience the emotions intended by the author or speaker.

4. **Saying Much in Brief Compass**

The purpose of saying much in brief compass is to communicate a lot of information, ideas, or feelings by using concise and compact formulations that are rich in figurative devices. It entails the use of metaphorical or symbolic language that, in a constrained amount of time, implies a larger context or idea and conveys layers of meaning. Perrine (1969) claimed that using metaphorical language is a way to focus and a way to express a lot in a short amount of time. The use of metaphorical language helps the listener comprehend the idea.

1.3   Review of Previous Studies

The researcher referenced some earlier studies and research related to this thesis topic on the stylistic to support the analysis and observation of this thesis. In this research, five theses are reviewed according to related studies.

The first thesis was written by Meri Septiani Dewi (2018) and entitled "An Analysis of Prabowo Subianto Speech Using Stylistics Approach." The focus of this study was to look into the various stylistic devices that were used in Prabowo Subianto's address on the video to identify the speaking patterns of Prabowo Subianto that are most prevalent. The researcher recorded the entirety of Prabowo Subianto's address, which was displayed on the video. When gathering the data, the scripts discovered the stylistics of the speech video of Prabowo Subianto by looking through international network services. The Leech (1985) theory was used in this study. This research's findings demonstrate that the video of Prabowo Subianto's address

15

contained seventeen stylistic elements totaling nine paragraphs. Literary stylistics are the most prevalent kinds of stylistics.

The theory applied to these two studies differs from one another. While the researcher for this thesis used Perrine's theory, the researcher used Leech's (1985) theory. This study and the researcher's study are similar in that they both examine the stylistic features of the president's speech. Not only that, these two studies both use qualitative methods. Both studies also use a descriptive approach to explain the results of their research analysis. The researcher cites this relevant work as a data source for the analysis.

The second thesis was written by Ahmad Munir (2014), entitled "A Stylistic Analysis of Barack Obama's Second Inaugural Address". This study focuses on the style of how Barack Obama delivered his second inaugural address. The data was taken from a YouTube video of Obama's second election speech. Data collection for this study was done by taking notes. The study used textual analysis since it used theories to interpret the data. The figurative language used in the data was identified in this study using stylistics theory. In this study's finding, Barack Obama used metaphorical language in seven different ways in his second inaugural speech. Examples include metaphor, personification, hyperbole, paradox, simile, and synecdoche. The metaphor appears sixteen times, but the simile only appears once.

The objectives of these two investigations are what distinguishes them. The research written by Ahmad Munir tried to define the lexical and syntactic structures of the statements that use figurative language and explain how it is used. Meanwhile,

the current research purpose is to find the most used figurative language and function of figurative language. This study and the researcher's research are similar in that they both evaluate the linguistic method of the president's speech. In this current research, the writer also uses stylistic theory to analyze how Donald Trump's speech employs figurative language. The similarity between this research and the current research conducted by this thesis researcher is that both studies analyze the style of language of a famous political figure. This researcher also analyses figurative language. Additionally, both studies used the same research approach. The qualitative research methodology was applied in this research.

The third is a thesis by Vaniar Nasininta Nainggolan (2020) entitled "Stylistics Analysis of Anies Baswedan's Speech." This research examines the different stylistic features employed in Anies Baswedan's speech. This research aimed to determine the most common stylistic feature utilized by Anies Baswedan. The descriptive qualitative techniques used in this study were created using a descriptive phenomenon design. The Leech (1985) theory was utilized in this study. The researcher identified Five different stylistic features from the data analysis in Anies Baswedan's speech about Jakarta Marketing Week 2019. Five different style subtypes were examined in the speech of Anies Baswedan. They were General, Literary, Textualist, Interpretative, and Expressive.

The difference between these two studies is the theory used. While the current research for this thesis used Perrine's theory, the researcher for this study used theory according to Leech's (1985). This study and the researcher's study are comparable in

examining the president's speech's stylistic features. The researcher cites this relevant work as a data source that aids in the analysis. The similarity between these two research is both of the research used a descriptive approach to analyze the result of the research.

The fourth is a thesis by Mita Nurhusnaini (2020) entitled "Hyperbole Analysis on Jokowi Speech." The research aims to explore the meaning of hyperbole expression and explain how it was used in Jokowi's political speech. This investigation used descriptive qualitative research. The results in this study are analyzed using the Keraf theory. Following a data study, it was discovered that the speech of Jokowi contained hyperbole in twelve different expressions. Four hyperboles were used for each of the following events: the Asian African Conference Commemoration (AACC) in 2015, the APEC CEO Summit in 2014, the 75th session of the UN General Assembly in 2020, and the Indonesian Presidential Election in 2019.

The theory employed differentiates this study from the researcher's study. While the researcher used Perrine's (1969) theory for this thesis, Keraf's (2009) theory was used by the researcher for this study. This study and the researcher's study are comparable in examining the president's figurative language. The study for this thesis also uses stylistic theory to investigate President Jokowi's use of symbolic language. The researcher uses this pertinent study as a reference, and it supports this theory. The similarity between the two studies lies in the method used, which uses the same qualitative method.

The fifth is a thesis by Riusly Pratomo (2016) entitled "A Stylistic Analysis of Figurative Language in Vladimir Putin's 2007 Munich Speech". This research aims to identify the various types and functions of figurative language used in Vladimir Putin's Munich Speech in 2007. The official website of the Russian government provided the information for the study. The statistics were presented in the shape of Vladimir Putin's utterances, and their context was the monologue he delivered in his 2007 Munich Speech. Since the researcher considers language and style, Perrine's theory is used for analyzing figurative language. Out of the twelve varieties of figurative language, only three of Perrine's four suggested uses, metaphor, simile, personification, synecdoche, paradox, irony, and hyperbole, are used in speech.

The difference between these two studies is the object used. In his 2007 Munich Speech, Vladimir Putin employed various metaphorical strategies, which are examined in this research. Donald Trump employed various metaphorical language in his speeches throughout the presidential campaign, which is being studied by the researcher. The researcher of this thesis and the study similarly employed Perrine's hypothesis as their guiding theoretical framework. This study used Vladimir Putin's Munich Speech 2007 to analyze various figurative language using Perrine's theory. The researcher cites this pertinent study and supports this theory.

1.4   Research Question

In this study, the author examines figurative language found in Donald Trump's presidential election speech. There are two questions that the writer wants to identify:

19

1. What was the most figurative language style used by Donald trump in his presidential election speech?
2. What the function of the figurative languages Donald Trump used in his presidential election speech is?

1.5 Objectives

Based on the research question, the objectives of this research are:

1. To identify the most figurative language style used by Donald Trump used in his presidential election speech.

2. To identify the function of figurative languages Donald Trump used in his presidential election speech.

1.6 Scope of the Analysis

The scope of the study is essential for making the research targeted and specific. This research is conducted based on Perrine's theory, specifically the figurative language. The researcher examines a video of Donald Trump's election address using stylistics theory. The researcher focuses primarily on the stylistic features, especially on the types of figurative language and their functions as utilized by Donald Trump in his speech during the presidential election.

CHAPTER II

METHODS

2.1 Data and Source of Data

The data used for this study were obtained from a video of Donald Trump using figurative language in a speech during the presidential election. The video speech by Donald Trump's transcript was used as the source of the study's data. The transcripts of the speech were obtained from the website www.rev.com on the internet (retrieved on 30th March 2023). Donald Trump announces that he will run for president of the United States once more in 2024 in this video speech. The one hour-long speech was delivered on 15th September 2022 at his opulent Mar-a-Lago estate in Florida. The announcement followed growing rumors that he ran for president once more.

There are several reasons why the researcher chooses this data. Donald Trump's speech is a rich resource for language analysis since they represent a distinctive and significant style of political discourse. Trump's communication style is frequently marked by rhetorical tactics, vivid vocabulary, and repetition, which makes it an interesting case study for examining stylistic components in political speech. Additionally, analyzing Trump's speeches can advance our knowledge of how language, persuasion, and political rhetoric interact, and communication academics important lessons.

This source of data also has strengths and weaknesses compared to other research. The strengths of this data were the video of the speech used as the source of data can be easily found through YouTube, and the researcher can easily get data through transcripts from a website. In addition, the data collection process is flexible without going directly to the field. Another strength of this data is that this speech data is a comprehensive data set to study as it contains a lot of information and covers a wide range of themes and issues. The weakness of this data is that the video speech is long. As a result, without a transcript of the video, it is difficult for researchers to discern the primary topic of a long phrase. The potential for a biased sample of talks is also one weakness of this source of data. Therefore, the researcher must carefully assess if the selected speeches accurately reflect his communication style as a whole or whether they speak to a particular agenda or audience.

2.2   Data Collection Instrument

An instrument is a tool or mechanism that serves to collect and record information for decision making and understanding in a study (Colton & Covert, 2015). The instrument of this research was the researcher itself. The researcher functions as an instrument used to collect, transcribe, and analyze the data. The researcher in this study is not simply an objective observer, but also an important part of the research process. The data was taken on 14th May 2023. To collect the data, this research was made using the transcription from a YouTube video of Donald Trump's presidential election speech. The writer took sample data manually via a

transcript from YouTube and the website www.rev.com on the internet (retrieved on 30th March 2023). Following that, the sample data were categorized based on the categories of figurative language.

2.3   Data Collection Procedures

The researcher used note-taking and observational techniques to gather data. The data were derived from Donald Trump's remarks that contain figurative language. The data were collected based on figurative language's types and functions, which Perine (1969) mentioned. The first step is the source of data are downloaded from YouTube. Then, the researcher watched and listened carefully to every conversation and context that contained a type and function of figurative language. The researcher then created a transcription based on the source video. The researcher then reviews the transcription and underlines the figurative language in the utterances. After the data are collected, this presidential election speech is repeatedly watched to check whether the writing process is correct, as Donald Trump's said. The researcher categorized the data according to the type and function of figurative language after generating a transcription and double-checking the information gleaned from Donald Trump's speech video. The researcher then analyzes the information based on the types and functions of figurative language.

2.4   Data Analysis

The researcher employs the data reduction, data display, conclusion drawing, and verification methods, according to (Miles & Huberman, 2014).

1). Data Reduction

Data reduction is the selection, concentration, simplification, abstraction, and modification of data from field notes or transcriptions that have been obtained. The study's method of gathering data entails extracting information from Donald Trump's speech transcript, emphasizing the utterances that featured figurative language. Simplifying the transcript and video of the speech makes the transcript simpler so that it can be easily understood and categorized into figurative language. Through the data reduction process, it is easier for researchers to display data.

2). Data Display

A well-organized, condensed data collection allows researchers to draw conclusions and take action. Looking at the displays enables us to comprehend what is going on and take action based on that understanding, either by deeper analysis or by taking action. According to Miles and Huberman (2014), data display includes many types of matrices, graphs, charts, and networks. Researchers describe the data discovery results in this data display process to draw conclusions. The data findings will be presented as a table with the types of figurative language and the functions for which it was used. The researcher then made a table containing the percentage and frequency of the information gathered from Donald Trump's speech transcripts.

3). Conclusion Drawing and Verification

Drawing conclusions is the result of data analysis that answers research questions based on data analysis. Researchers conducted data analysis from the data collection stage, data analysis to make research conclusions. Researchers also provide explanations and explain based on the table that has been presented. After evaluating the data, the researcher was able to conclude which forms and purposes of figurative language were utilized in Donald Trump's presidential election speech. The study was also able to determine which sorts of figurative language Donald Trump most frequently employs.