

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Media is one of the tools that share information. It shares the truth about something that is provided by someone for another to accept. The media applies this concept as a means of sharing information in giving the audience something new. YouTube is a media that provides information to the public about events that occur specifically. This is for the most part giving information to the audience about current issues. It can make the audience get the desired meaning through the linguistic appearance of the speech. Furthermore, related to detailing the news in the form of speeches, it is not far from the ideology of videos on YouTube in revealing the case.

This far, language is seen as a practical tool that can represent many things since the language used is humans as part of a society that holds a certain ideology. It describes language as a social practice, a tool that represents the strengths and ideologies it possesses as the essence of their texts and speech. This research focuses on the emergence of different linguistics in speech as a methodology for conveying meaning by speakers through the views of someone to sees an object. Therefore, speech by speakers is expressed through different methods to review a particular object since the speaker has a specific ideology that is different from the ideology of other speakers.

By having these points, discourse structure is a type of discourse analytical research that mainly studies where abuse, domination, and equality of social power are enforced, recreated, and opposed by texts and talks in a political context. The various discussions about political discourse are generally caused by the interrelationship between social contexts, the thoughts of speakers, and linguistic strategies, which are more often found in some situations than studies of educational discourses. Foucault claims that discourse is a tool of tactical power (1978, p. 101). Meanwhile, discourse structure is important to study since it provides implicit information about some imbalance cases through social contexts.

In addition, the rational reason that makes many researchers interested in discourse structure analysis is that discourse analysis focuses more on social problems and political issues (Van Dijk, 1998, p. 131). The thing that is most underlined here is that the political discourse focuses on the abuse of power, especially on domination, namely how someone or a community controls the beliefs and actions of the community for the benefit of the dominant group. Political discourse is also a dominant group field to convince other groups in society. On the other hand, several social contexts are combined in political discourse, indicating inequality and power.

Van Dijk accepts that ideology is mostly acquired, disseminated, and reproduced through text and speech (2013, p. 175). As a problem of language use, the object of research can be of various types. It can be spoken, written, or many different ways of communication. In this research, the object comes from Donald

Trump's YouTube speech, which currently seems to be effective in being accessed by the public in obtaining new information. One of the most recent issues from mid-2016 to nowadays is the decision of Donald Trump in the war on terror. It is a controversial issue since it was reported in many mass media involving Donald Trump as the cast.

In Donald Trump's speeches, there are some inequalities implied in some policies that he announced. There will always include discrimination that will affect a person or a certain group of people in their social interaction even more in each political interaction. Go along with it, ideology and domination could be explored through inequality and power of the dominant group toward the minority. Often, the effect of dominance toward minority groups could be a social judgment or social discrimination. However, people that accepted unconscious conditions such as discrimination are protected by the equality, and Human Rights Commission called The Equality Act. The Equality Act Commission is a Human right commission that builds in 2010 is an Act of Parliament of the United Kingdom. The Equality Act also specifies several situations where people are protected from discrimination, such as put a person at an unfair disadvantage in educational settings or workplace, social harassment, victimization, or another conscious discrimination. The Equality Act also has its definition and characteristics of an act that is regarded as discrimination.

In this way, political speeches are chosen to be analyzed to represent the decisions of Donald Trump in the war on terror. The ideology of political speech reveals how the problem is explained. The object of research considers the parties

involved in the case. Donald Trump's speech gives the interpretation as a result of the ideology of his speech. Specifically, the strategy used by the speaker to emphasize the desired meaning through the linguistic appearance of the speech itself.

The discourse structure uses any method is relevant to the objectives of the research project, the notion of information being considered, and other parameters of the research context (Van Dijk, 2008, p. 2). In this analysis, the discourse structure is used by Van Dijk to reveal the diversity of methods in representing selected issues in the process of expressing words. The analysis of each element is intended to see linguistic explanations that can control the discursive interpretation of the audience.

This research may be useful in making a critical review of the ideology of the author in making discourse to the target audience. Hopefully, this new perspective in observing this text can increase the knowledge of students in learning the language used concerning the general public.

1.2. Identification of Problem

This research is being intended to analyze the discourse structure in Donald Trump's speeches on 'war on terror'. The problem studied in this research are formulated as the following research questions:

1. What are the representations of the discourse structure in Donald Trump's speeches on 'war on terror'?
2. What are the interpretations of the use of the discourse structure in Donald Trump's speeches on 'War on Terror'?

1.3. Objective of the Research

This research is aimed to reveal and interpret how three chosen speeches of Donald Trump create such a perspective that is delivered to the intended audience or reader by using elements of the discourse structure of the text by Van Dijk: macrostructure, superstructure, and microstructure. It can analyze the linguistic appearance of the speech, social cognition of the speaker, and societal analysis to see the development of the issue in a specific environment. Therefore, the result reveals how the issue is represented in those videos as a matter of ideology embedded in the speeches. These two objectives give an analytical perspective to the readers instead of final judgment.

1.4. Scope of the Research

This research focuses on the discourse structures in Donald Trump's speeches. In discourse structure, the study is limited only on the theory about the discourse structure supposed by Van Dijk that divides the discourse structure into macrostructure, microstructure, and superstructure of the text. This research restricted the investigation of political discourse uttered by Donald Trump when he was positioned as the presidential candidate and president of the United States. There are three chosen speeches of Donald Trump entitled: Donald Trump's Speech Terrorism, Trump Vows to Eradicate Radical Islamic Terrorism, Donald Trump Warns Iran its 'Campaign of Terror' is Over.

1.5. Method of the Research

To work in this research is analyzed using a qualitative method in analyzing the data. The qualitative method focuses on the description obtained

from the assumptions included in the analysis (Kuntjojo, 2009, p. 15). The speech of Donald Trump that reports war on terror issues has a structure for the object. The data as the form of political discourse reveals the macrostructure, superstructure, and microstructure of the text.

1.5.1. Source of the Data

The sources of data in this research are text transcripts of three speeches from Donald Trump. The three speeches of Donald Trump were chosen with the same issue entitled: Donald Trump's war against terrorism. The scripts and videos were taken from three official websites, namely CNN, the Wall Street Journal, and The Sun's YouTube channel. The data in the form of clauses, phrases, and sentences uttered by Donald Trump in the speech transcripts. The entire text is used to investigate linguistic features through the theory of Van Dijk. The first research question is the structure of discourse that takes several speeches since it is necessary to identify and arrange every linguistic feature in speech. Meanwhile, the data required for answering the second research question is the whole data since it investigates Donald Trump's speeches.

1.5.2. Collecting the Data

This research concerns with perhaps the most issues in mid-2016 to nowadays. As the current president of the United States, Donald Trump appears controversial these days after becoming the elected president of the United States. His controversial presidency is introduced in many media, particularly his speech towards the war on terrorism. The data is taken some steps in collecting the data, as follows:

1. Finding the data. The data collection started with searching the videos and text transcripts of Donald Trump's speeches taken from three official YouTube channels: CNN, Wall Street Journal, and The Sun.
2. Watching and checking the data. The next step of data collection was watching the video to confirm its transcription.
3. Sort the data by highlighting. In this step, the data is classified, which is in the form of a script. The categorization was divided into three kinds of analysis: macrostructure, microstructure, and superstructure of the text. In macrostructure, the data is ordered by highlighting and underlining the topic of the text.

1.5.3. Analyzing the Data

After collecting the data, this research uses several steps to analyze the data. The first steps are arranged for the data highlighted in the table to make the data easier to analyze. Since macrostructure needs entire text to be found since it is related to the topic and theme of the discourse, this research cannot categorize and classify it.

This research describes the data that must be explained briefly or needs to be clarified and list the linguistic features that compose it. After classifying and submitting the data, the next step is to analyze the data. This study needs to examine the structure of discourse in the text, which includes macrostructure and microstructure. The types of structures are arranged based on the analysis. So the first analysis is about the topic of each speech. Then the next analysis is to explain the utterances microstructure of each data.

After conducting the analysis, conclusions are made based on the analysis. This is the last step taken to extend the two research questions in the previous step. Here the research results clearly describe providing research conclusions.

1.5.4. Presenting the Result of Analysis

This research is planned in a top-down style in presenting the data. Every speech organization is analyzed systematically, beginning from macrostructure, superstructure, and microstructure. The structure that separates speeches from Donald Trump's choices in seeing their contradictions in delivering speeches. The structures are shown alongside their discussion for the speech from the video. Each of them concludes what should be used as a reference for video ideology representing the selected issue in a certain way.

There is a correlation plan for each structure contrasting that speech. Macrostructure is determined to see the topic of the speech. It is followed by the superstructure presented in a schema mode to give found in the speech order. Finally, the microstructure is examined by each style of composing, which are semantic style, syntactic style, stylistic style, and rhetoric style. Each level in those structures allows this research to take presumptive of the representation of President Donald Trump and his decisions.