TRUMP'S STRATEGIES IN HIS SPEECH: A POLITENESS STRATEGIES APPROACH

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STRATEGI TRUMP PADA PIDATO: SEBUAH PENDEKATAN KESANTUNAN

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Abstract

This study was aimed to investigate politeness strategies of President Donald John Trump's speech conducted on 21st January 2017 at Capitol Hill building in Washington DC. This study applied politeness theory of Brown and Levinson (1987) particularly positive and negative politeness strategies. The research data analyzed through a descriptive – qualitative method because the data was speech text. This study found 30 positive politeness strategies of the Donald John Trump's speech text. While 1 negative politeness strategies data was only 1 data found. the other aim was to identify, the most frequency used of the strategy was strategy 10, found 9 times used (29%). This study concluded that Trump tended to use strategy 10 of positive politeness rather than the other strategies because he aimed to attract the audiences of the American people by promising something to the people that he wanted to make the audiences more happily in order the American people driven to vote for him in the Presidential election.
Keywords: *Positive, Negative Politeness Strategies, and Speech Text*

Abstrak

Studi ini bertujuan untuk menyelidiki strategi kesopanan dari pidato Presiden Donald John Trump yang dilakukan pada 21 Januari 2017 di gedung Capitol Hill di Washington DC. Penelitian ini menerapkan teori kesopanan Brown dan Levinson (1987) khususnya strategi kesopanan positif dan negatif. Data penelitian dianalisis melalui metode deskriptif - kualitatif karena datanya adalah teks pidato. Studi ini menemukan 30 strategi kesopanan positif dari teks pidato Donald John Trump. Sedangkan 1 data strategi kesopanan negatif hanya 1 data yang ditemukan. Tujuan lainnya adalah untuk mengidentifikasi, frekuensi yang paling sering digunakan dari strategi tersebut adalah strategi 10, ditemukan 9 kali digunakan (29%). Studi ini menyimpulkan bahwa Trump cenderung menggunakan strategi 10 kesopanan positif daripada strategi lain karena ia bertujuan untuk menarik khalayak rakyat Amerika dengan menjanjikan sesuatu kepada orang-orang yang ia ingin membuat khalayak lebih bahagia agar rakyat Amerika terdorong. untuk memilih dia dalam pemilihan Presiden.
Keywords: *Strategi Kesantunan Positif , Negatif dan Teks Pidato*

INTRODUCTION

Through language, a communication will be more easily to reach its message. Therefore, language has very important role in human interaction. Thus, language has a

basic function, namely as a communication tool. According to Kentjono (as cited in Wijaya & Rohmadi, 2009:188) language has three function, namely as a means of cooperation, communication and self-identification. Therefore, language is a communication tool used by humans to interact and work together to convey their ideas, feelings and desires. Beside, Leech (1983) in terms of language used as a communication, language is also viewed in term of meaning through pragmatics to investigate speaker's meaning, for instance political speech of president. According to Pasaribu (2016) "Speeches are products of human minds reflecting ideas and opinions of the speakers"

To review the previous studies correlated to political speech analyzed in term of different prespective have been done by some recerachers, Previous researches conducted in political speech have been conducted by Many studies have (Wahab, 1991; Pasaribu, 2013, Widiana & Yustisiana, 2015) used metaphors in communication. Wahab (1991) argued that there is a close relation between metaphors and mind. He found that when writers in his study created metaphors, they are influenced greatly by its environment. Furthermore, Widiana and Yustisiana (2015) also investigated political metaphors in mass media. They found out that politics was compared with very different entities. Interestingly, they also argued that political metaphors were highly persuasive. Although the readers were not really interested in the political news, they understood the message conveyed through political metaphors. Then political speech was conducted by Hyangmi et al.(2016) studied candidates for presidential election, presidential election campaign speeches, and presidential inauguration speeches in the Korean presidential election of 2012. They found that audience response forms and behavior were distinctive according to the three speech contexts: in-group partisan leadership, competitive, and formal contexts. However, there was no relationship between the affiliative response rate and electoral success in the election. The function of the audience response is popularity and support of a speaker in acceptance and election campaign speeches, while it is conformity to social norms in inauguration speeches. The recent studies of Trump's speeches also have been by Yuliana et al. (2016) who focused on the transitivity system and ideology in Donald Trump Speech Campaign. Transitivity System that stated by Halliday become a tool to analyze the linguistic data which this theory has been used by Fairclough in his critical discourse analysis. The findings were Material process mostly used by Donald Trump followed by relational process and then mental process. To show his ideas, Donald Trump used material process mostly and showed his principal that better do action than only talk. To draw attention of US society and influenced their thought, Donald Trump is often used racism issue in his speech campaign such as limit the access of immigrant in working and the Muslims US. The other was conducted by Wahyuningsih (2018) who studied Trump' Speech in term of personal pronouns used by Donald Trump in his inauguration speech. The result showed that by using pronouns, Donald Trump tries to represent himself and others indicating that the pronouns that he

used is one of the devices to maintain a good interaction with the audience through the speech.

Therefore, this study utilized speech as the data to analyzed in term of different linguistic perspective to find gap. The political speech is essentially speaking in public, both directly and indirectly to express thoughts, ideas and feelings in the form of words shown to the people. Speech is delivered by someone who wants to perform an oration or to deliver information or ideas about something important, be it among government, community and schools. One of them is the president's speech.

It is based on the previous research, there is gap to study political speech. It is very important to study a president, because president's speeches in various countries have great influences toward their people because the speeches become vital things that enable them to build trust. In term of economic aspect or from other aspects related to the welfare of his people. The president's speech was a mirror of his thoughts. The president's speeches are manifestation of their leadership.

Therefore, It is based on the above, it is very crucial to study the speech of President Donald in term of his speech to identify how Trumps because is known to be very "rude and selfish" (C.N, Ali personal communication, Mei 3, 2016) because Trump is very famous person. He also often shows wild ambition, dynamism, courage and no fear. Besides, he also made harsh words of speech. Therefore, this study focuses on President Donald John Trump speech related to his plans to double economic growth and will have the strongest economy in the world on 21st January 2107 at Capitol Hill Building in Washington DC. There are some reasons to study it. First, a unique to study President Donald John Trump's speech is very important because is a President of USA as considered the super power country. Second, President is Trump considered rudely. Third, rump speech is interesting viewed in terms of politeness strategy. So, this study aims to investigate politeness strategies as criteria such as the most dominant and the most frequency of politeness strategies used by Donald John Trump in his speech text.

POLITENESS THEORY

Politeness is from the word of *politus* means 'refined' thus, politeness is the way to convey the utterances as polite as possible which in this case is needed to minimize conflict with others. Politeness is one of the important aspects of the language used in an interaction (Brown and Levinson 1987). In addition, Yule (1996) define that politeness is a way used to show awareness of the faces of others. Politeness we can do it social interaction. Each speaker must to show respect for his listeners by speaking politely. Thus, Brown and Levinson (1987:62) stated that politeness strategies are developed to save the listener's face.

The Concept of Face

The concept of face refers to Face Threatening Act (FTA). It is a concept that concern of "face". This concept of face was first put forward by one of the linguists named Goffman (1967:6). Then, this concept of face then was adopted by Brown and Levinson (1987). In

addition, Thomas (1995:168-169) states that the term "face" in the sense of 'reputation' and good name' has been used widely in phrases such as 'losing face' and 'saving face'. Wijaya & Rohmadi (2009:6) define that "Face" is the self-esteem that must be maintained by speaker and the interculator when speaking so as no to "lose face"

Face refers to the respect a person has for himself and to maintain that "self-esteem" in a public or private situation. The politeness depends on how the speaker uses the words or utterances that he conveys to listener. Brown and Levinson (1987) stated politeness strategy divide into four parts, namely :a. Off Record, b. Bald-on Record, c. Positive Politeness, and d. Negative Politeness.

This current study employs two of the four strategies, the researchers would only employ positive and negative politeness strategies.Brown and Levinson (1987) stated that face comes in two parts, namely "positive face and negative face". Positive face is the want to every number that this wants be desirable to at least some others. Meanwhile, negative face is the want that every 'competent adult member' that his actions be unimpeded by others.

In addition, Laver and Trudgill (as cited in Wijaya and Rohmadi , 2009:61-62) states that "Face" is the effective state and profile of the speaker's identity. Here explain that "face" has two possibilities, namely positive face and negative face. Positive faces are realized when ideas, attributes, possessions, achievements, goals possessed by someone are valued by the interlocutor. Negative face is a person's desire not to be attacked, ridiculed or insulted by his interlocutor

Politeness Strategies

Brown and Levinson (1987) stated that this strategy attempts to attend the hearers' interest, needs, wants and goods. Positive politeness strategies are used in interactions, where the speaker, wants sacrifice his/her positive face, to express closeness and friendliness, by showing interest, if the listener needs to be respected.

Positive Politeness Strategies

Strategy 1 shows a group of people who knows each other very well. Brown and Levinson (1987) stated that this strategy attempts to attend the hearers' interest, needs, wants and goods. Positive politeness strategies are used in interactions, where the speaker, wants sacrifice his/her positive face, to express closeness and friendliness, by showing interest, if the listener needs to be respected.

Negative Politeness strategies

These strategies are used, in when person wants, to have his freedom of action unobstructed and his attention unrestricted. The meaning of the speaker in this action that negative face of the recipient. There are 10 politeness, consisting of: (1) Be Conventionally Indirect, (2) Question, Hedge, (3) Be Pessimistic, (4) Minimize Imposition, (5) Give Different, (6) Apologize, (7) Impersonalize Speaker and Hearer, (8) Nominalize, (9) Go on Record as Incurring Debt or as not Indebting Hearer, (10) State the Face Threatening Act as General Rule.

METHOD

In doing this study, the researchers used a descriptive – qualitative. Then the researchers collect the data. that it is more appropriate to identify Trump's speeches in

term of politeness perspective. Therefore, this study employed theory of politeness from Brown and Levinson Theory's (1987) as an analytical to analyze words and sentences spoken by Donald John in his speech.

The data were obtained from other sources "primary and secondary" of the data sources. To collect the data, Primarily the researchers collected from the research location directly. While, secondary data were obtain from other sources collected from "Donald Trump's utterances in his speech on 21st January 2017 at the Capitol Hill building in Washington DC". And then, the researcher investigated the speech of Donald John Trumps related with positive and negative politeness strategies based on Brown and Levinson theory's (1987), and then the researchers taxonomizes the data related with positive and negative politeness strategies, Then the findings would be reported using the table.

FINDING AND DISCUSSION

The data on positive politeness strategies consists of: notice, attend to hearer, exaggerate, intensify interest to hearer, use in-group identify markers, seek agreement, presuppose/raise/assert common ground, offer and promise, be optimistic, Give (or ask for) reasons, assume or assert reciprocity". And negative politeness "State the Face Threatening Act as General Rule". After completing the analysis, the study a report of the results of analysis in the percentage table. The result of this speech analysis can be seen from percentage table below.

Table 1: Politeness Strategies in Trump Speech Text

Positive politeness	Frequency	Percentage
notice, attend to hearer,	2	6,5%
Exaggerate	2	6,5%
Intensify interest to hearer	1	3,2%
Use in-group identify markers	1	3,2%
Seek agreement	3	9,7%
Presuppose/raise/assert common ground	2	6,5%
Offer and promise	9	29%
Be optimistic	8	25,8%
Give (or ask for) reasons	1	3,2%
Assume or assert reciprocity	1	3,2%

Negative Politeness		
State the face threatening acts as general rule	1	3,2%
Total	**31**	**100%**

Based on the table 4.1 above, that positive politeness strategies found in Donald John Trump speech text, the findings more detailed as following description which comprises of: strategy only1 occurrence (6,5%), strategy 2, found occurrences 2 (6,5%), strategy 3 is to intensify his interest to audience, found the occurrence only 1(3,2%), strategy 4 is to his own in-group Identify markers to the audience, the occurrence only 1(3,2%), strategy 5 is seek agreement his stance to the audiences, the occurrences 3(9,7%), strategy 7 is how he stated of common ground generally, the occurrences 2(6,5%), strategy 10 is to show he offered and promised to American people, consists of 9 times (29%) findings data, strategy 11 is to show his optimistic future to lead the country, consists of 8 times used (25,8%) in the data findings, strategy 13 is he gives some reasons to the people of America to do in future consists of only 1time (3,2%) in the findings, strategy 14 is he assumed to get reciprocity his conduct, consists of only 1(3,2%)data". The researchers found one negative politeness strategies, namely strategy 10 is how Trump threat others as his strategy in his speech.

DISCUSSION

This part is aimed to dicuss the data findings as the implication Trump speech toward the audiences. It is more detailed explanation as describes in following data below.

Data 1

*"Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, Fellow Americans, and people of the world: **thank you**"*

Based on the first data, In the opening text of Trump's speech, he mentioned the names of previous American officials to honor those who served before. It is important to draw the attention of the audience, to show the American people that they are all very good state officials. This is used to save the positive face of the listener which automatically makes them happy and immediately attracts the attention of the listener so that communication runs smoothly. So to show his respect for them, he said the word ***"Thank you"*** at the end of his sentence as politeness strategies normally after the speech.

Data 2

"You came by the tens of millions to become part of a historic movement the likes of which the world has never seen before"

Based on the second data above, Trump shows his excessive sympathy for the American people, as if this celebration is a very special celebration that has never been experienced by previous presidents. It can be seen from his utterance in his speech that said that *"You came by the tens of millions to become part of a historic movement the likes of which the world has never seen before"*. So, from the utterance of Trump want to conduct in future.

Data 3

*"Every decision on trade, on taxes, on immigration, on foreign affairs, **will be made to benefit American workers and American Families**"*

Based on above, Trump gave sympathy for American people as the hearer. Trump wants to tell about the process of developing America with intensify interest to hearer about his programs. speaker communicate to listener that he shared some of his wants to intensify the interest of his own contribution to the speech by making a good story. It can be seen from utterance *"Every decision on trade, on taxes, on immigration, on foreign affairs, **will be made to benefit American workers and American Families**"*. Based on the theory of Brown and Levinson, that into positive politeness. This into strategy 3 – "intensify interest to hearer".

Data 4

*"**We, the citizens of America,** are now joined in a great national effort to rebuild our country and restore its promise for all of our people"*

Based on the fourth data above, Trump used the group identity marker. Trump implicitly claims the common ground with the listeners, by using the words *"**we**" and "**the citizens of America**",* Trump wants to be close with them without considering about differences in power and status (Trump as president). After that Trump continued with delivering his vision in the text sentence in the utterance above. Based on the theory of Brown and Levinson, that utterances categorized into positive politeness which belongs to claim common ground. So, Trumps uses strategy 4 – "group identity marker".

Data 5

*"It belongs to everyone gathered here today and everyone watching all across America. **This is** your day. **This is** your celebration. **And this,** the United States*

of America, is your country"

Based on the fifth data above, Trump used the repetition strategy by emphasizing his interest. He used the words ***"this is"*** to shows his empathy to people of America. The intent of the speaker in his speech, "this is" above is a celebration of victory of America. The statement above has the aim to convince the American people that the welfare of America during his tenure will be first. So, everything is done solely for the happiness of the American citizen. So, based on the theory of Brown and Levinson (1987)that utterances above are included in the category of positive politeness. This strategy classified into strategy 5 – "seek agreement".

Data 6

*"**We** are one nation – and their pain is our pain. Their dreams; and their success will be our success. **We** share one heart, and one glorious destiny"*

Based on the sixth data above, here Donald John Trump tried to eliminate the social status among their, it would make him closer to the listeners. The researchers took it from what he said, he used the word *"we"*, the word can make the audiences think that there are no different level among them. This strategy is classified into positive politeness which the speaker convey some wants that hearers also interesting. The speaker here claims that the has something in common, as said in his speech above *"**We** are one nation – and their pain is our pain. Their dreams; and their success will be our success. **We** share one heart, and one glorious destiny"*. This strategy can happen when the speaker and hearer have the same knowledge (claim common ground), then the communication flows well. Here, based on the theory of Brown and Levinson (1987) that utterances categorized into positive politeness which belongs to claim common ground. This strategy classified into strategy 7 – "presuppose/raise/assert common ground".

Data 7

*"**Together, we will determine the course of America and world for many, many years to come**"*

Based on the seventh data above, in the utterance Trump used the positive politeness strategy, that indicates that speaker and hearer are cooperation. In his speech Trump stress cooperation with the American people by claiming that what they want can be realized by the speaker by cooperation between the speaker and the listener. The researchers took it from what he said *"**together, we will determine the course of America and world for many, many years to come**"*. The function of the strategy is "Trump can deliver his vision as the candidate of

president through his offering". So, based on the theory of Brown and Levinson [1987] that utterances categorized into positive politeness. This strategy classified into strategy 10 " offer – promise".

Data 8

"That all changes- starting right here, and right now, because this moment is your moment: it belongs to you"

Based on the eighth data above, Trump in his speech was tried build optimism about the American people by convincing them that during will be the main topic. In the past they were ignored but in his government the American people will always be first. It can be seen from his *words "**That all changes- starting right here, and right now, because this moment is your moment: it belongs to you"*. So, based on the theory of Brown and Levinson (1987) that utterances categorized into positive politeness. This strategy classified into strategy 11 " be optimistic".

Data 9

"Today's ceremony, however, has very special meaning. Because today we are not merely transferring power one administration to another, or from one party to another-but we are transferring power from Washington DC and giving it back to you, the American people"

Based on the ninth data above, Trump said "***Today's ceremony, however, has very special meaning. Because today we are not merely transferring power one administration to another, or from one party to another-but we are transferring power from Washington DC and giving it back to you, the American people"***. Here It means, trump was explained that what they did was because they wanted to transfer power from one government to another, from one party to another and from Washington Dc to the American people. So, based on the theory of Brown and Levinson [1987], that utterances categorized into positive politeness which convey that S and H are cooperation. This strategy classified into strategy 13 "give (or ask for) reason".

Data 10

"We must protect our borders from the ravages of other countries making our products, we stealing our companies, and destroying our jobs. Protection will lead to great prosperity and strength"

Based on the tenth data above, in his speech, Trump was tried to explain to the American people that if they protect their borders from damage because of the

actions of foreign countries who steal and destroy their jobs they will surely prosper. The researchers took it from what he said, *"We must protect our borders from the ravages of other countries making our products, we stealing our companies, and destroying our jobs. Protection will lead to great prosperity and strength".* So, based on the theory of Brown and Levinson(1987), that utterances categorized into positive politeness which convey that S and H are cooperation. This strategy classified into strategy 14 "assume or assert reciprocity"

The following data are examples of positive politeness strategies used by President Donald John Trump in his speech text.

Data 11

"Every four years, we gather on these steps to carry out the orderly and peaceful transfer of power, and we are grateful to president Obama and First Lady Michelle Obama for their gracious aid throughout this transition"

Based on the eleventh data above, Trump said *"Every four years, we gather on these steps to carry out the orderly and peaceful transfer of power, and we are grateful to president Obama and First Lady Michelle Obama for their gracious aid throughout this transition".* It means, he said that every four years was an obligation for the American people to gather and transfer power. So, their meeting was not intentional but because it was their obligation to elect the head of state. So, based on the theory of Brown and Levinson (1987), that utterances categorized into negative politeness. This strategy classified into strategy 10 "state the face threatening acts as general rule"

CONCLUSION AND RECOMMENDATION

Conclusion

This study concluded based the previous part that Donald John Trump's speech analysis on 21st January 2017 at the Capitol Hill building in Washington DC. The data found show the most frequency used is strategy 10, 9 times used (29%). So, in his speech, Trump mostly used strategy 10 positive politeness rather than the other strategies because he wanted to influence the American people by promising something in order to make them more happily so that the American people would like to vote for him in the general election or as the next president. The outcome of study is to improve the ability how to do the cooperation between the speakers and the listener by claiming what Trump want can be realized through cooperation "they" refers to people from other countries which have been obstacles in realizing the ideals of America to improve the economy and prosperity of the people in particular.

Recommendation

This recommendation goes to the future researchers that this study is far from the ideal research, there are a lot gaps should be filled in developing, the body of science, particularly political speech texts that can be studied in term of semantics, discourse and functional linguistics.

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