

CHAPTER I

INTRODUCTION

This chapter presents the explanation some parts of introduction. Those are background of the study, statements of the problem, objectives of the study, significance of the study and scope and limitation of this study.

1.1Background of the Study

Critical Discourse Analysis (CDA) is a type of discourse analytical research which discusses particular issues related to discourse analysis such as relationship between language and social context, dominance and inequality, the way social power abuse are being connected, reproduced, and resisted by speaking and writing in the social political context. Critical Discourse Analysis (CDA) is a theory and method analysis which focuses on relations between power, discourse, dominance, and social inequality and how discourse keeps these relations of dominance and inequality (Dijk, 1993:249). Critical Discourse Analysis is one of theory which is used to analyze the linguistics elements and focuses to the context behind the discourse. Therefore, Van Dijk's Critical Discourse Analysis theory is not according to text analysis but analyzes how the text is produced.

An example of the object research which relates to Critical Discourse Analysis is political speech. Political speech is verbal communication produces a discourse that related with politic material. The example of the political material is political speech. The user of political speech itself is political actor such as

President as a head of the government. He or she uses political speech as a tool to represent his or her idea and shows a good image of the speaker and social action. One of the Presidents that used political speech is Donald Trump, as a new president of United States of America. He uses language to depict his ideology toward society in his inauguration speech on January 20th, 2017. The writer analyzes text of President Donald Trump inauguration speech to investigate the beliefs that underpin his speech and examine issues such as power, social truth and motives of the participants to convey particular ideologies.

Trump can be called as the number-one person in United States America. It is showed from his speech when he said that from this day forward, a new vision will govern our land and it is going to be only America first. It is quoted from the speech of the new President of U.S in that time. This emerges as the reason why the writer is interested to analyze how the text structure and ideology which appears in Donald Trump speech text in order to bring America to be the number one from other countries. Jensen, Jakobsen and Pichler (2016:1) stated that in the light of the upcoming American presidential election, we find it interesting to place political actor discourses in the framework of Critical Discourse Analysis because political speeches are highly constructed pieces of discourse.

There are many researcher whose investigated critical discourse analysis of speech. First, F. X. Nova Anggit Priatmoko and Setyo Prasiyanto Cahyono (2013) analyze about Critical Discourse Analysis of Susilo Bambang Yudhoyono's Speech. They used CDA theory by Thomas N. Huckin. Second, Abd Muqit (2012) analyzed Ideology and Power Relation Reflected in The Use of

Pronoun in Osama Bin Laden's Speech Text. He uses CDA theory by Fairclough's (1989), Jefferson's (1968), and Van Dijk's (2000). All of them explained about ideology in political speech with the CDA theory, but no one explained how the structure of the text used by political speech.

Recently, President Donald Trump as one of political actor has to increase the quality and quantity of his political speech because he has to give a good image to the society to get respect from his society. Hereby, the writer analyzes how the structure of text and ideology occur in his speech. It aims to find out what he means toward the sentence he says about bring America first.

Therefore, based on the point above, this study identifies the structures of text and ideology of speech as the title of the study; Critical Discourse Analysis: An Analysis Structures of Text and Ideology in President Donald Trump's Inauguration Speech.

1.2. Statements of Problem

- 1) What are the text's structures of President Donald Trump's inauguration speech?
- 2) What is the ideology represented by the speech produced by President Donald Trump's in his inauguration speech?

1.3. Objectives of the Study

- 1) To explain the structures of text in President Donald Trump's inauguration speech.

- 2) To explain the ideology represented by the speech produced by President Donald Trump's in his inauguration speech.

1.4 Significance of the Study

Theoretically, this study is expected to enrich reader's knowledge about Critical Discourse Analysis theory deals with structures of text and how the text of President Donald Trump Inauguration speech represents the ideology. Furthermore, this study can be used as the references to the next writer who wants to analyze using the same theory.

Practically, hopefully this study gives information to the society about structures of text and ideology in Donald Trump inauguration speech. Then, this study purposes to implement writer's knowledge in linguistic field.

1.5 Scope and limitation of the Study

This study applies structure of text with Critical Discourse Analysis (CDA) theory which is brought by Van Dijk and ideology theory which is brought by Fairclough. The data for this study are words and sentences which are taken from ABC News website. *Full Text : President Donald Trump's Inauguration Speech.*