

CHAPTER I

INTRODUCTION

This chapter provides some subchapters, namely background of the study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to be explained because they describe this study generally.

1.1 . Background of The Study

Presidential election is the election of a head of government. There are two commonest way to elect the head of government that are direct and indirect election. Direct election is done by society to elect directly there president. While, indirect election is done by parliament or representatives to elect a president. Before presidential election is conducted, it will be special time for candidates to campaign themselves to society. They sometimes initiate themselves to visit the organizations, institutions, or even civil society to earn vote when the presidential election is being done.

Presidential election has legal committee which organizes any aspects related to election itself such as the process of campaign, election, and announcement. Any programs are made and arranged to facilitate the candidates to socialize their program. One of famous programs is debate in which the candidates have to socialize program or plan to public and competitor.

Each country that conducts presidential election requires a presidential debate for the candidates. It aims to give the candidates chance to explain what will do if they become president, and to help civil society recognize the candidates

whom they will choose as a president for the following years. In presidential debate, the candidates elaborate their plan as possible as they can ensure voters that the candidate who is elected is the best. If the voters give concern on what the candidates deliver, they are easy to judge the candidate because what the candidate delivers in debate may or may not possess the feature necessary to comprehend crucial issue, map out their plan, give best solution, etc. The voters can comprehend two aspects that are power and ideology of the candidates to judge the candidate correctly.

Language is one of the most important parts of human life. However, today the language is no longer only serves as a means to communicate. The language has become the medium for the construction of life. Hayashi and Hayashi (1997: 42) in Idris (2008: 1) also states that now the language has also been used to alter, escorting people, and realize the power of social.

Power is about relation of difference, and particularly about the effects of differences in social structures. The constant unity of language and other social matters ensures that language entwined in social power in a number of ways: language indexes power, expresses power, is involved where there is contention over and a challenge to power.

Fairclough (1995: 14) states, ideology is ‘meaning in the service of power’. Ideology for CDA is seen as an important aspect of establishing and maintaining unequal power relations. In addition, the study of ideology is a study of the ways in which meaning is constructed and conveyed by symbolic forms of various kinds. This kind of study will also investigate the social contexts within

which symbolic forms are employed and deployed F. X. Nova Anggit Priatmoko (2013).

The power and ideology belong to field of Critical Discourse Analysis (CDA). CDA is an interdisciplinary approach to the study of discourse views language as a form of social practice and focuses on the ways social and political domination are reproduced by text and talk of F. X. Nova Anggit Priatmoko (2013). CDA takes a particular interest in the relation between language and power (Ruth Wodak and Michael Meyer, 2001: 1-2). Richardson, (2007: 1) proposes that Critical Discourse Analysis (CDA) is a theory and method analyzing the way that individuals and institutions *use* language. CDA aims to investigate critically social inequality as it is expressed, signaled, constituted, legitimized and so on by language use (or in discourse). Most critical discourse analysts would thus endorse Habermas's claim that 'language is also a medium of domination and social force. It serves to legitimize relations of organized power (Ruth Wodak and Michael Meyer, 2001).

Recently, American presidential election is going on process, there are two candidates for American president. They are Hillary Clinton and Donald Trump. They come from the different political parties. Hillary Clinton comes from Democratic Party while Donald Trump comes from Republican Party. Both candidates are famous based on each their own skill, style, or even passion. The writer in this study is interested to analyze the power and ideology that they used during the first presidential debate. The first presidential debate between Hillary Clinton and Donald Trump is amazing phenomenon because it is reported that there are more than ten million viewers watch their debate. The debate was held in

Hampstead, New York, 27 September 2016. It is broadcasted live over television. So, the media plays a crucial role in spreading it.

The following example that is taken from one of candidates of American that is Clinton appears how critical discourse analysis uncover how the speaker herself ensures audience that she has a power to solve any kind problem in society, and how the speaker delivers message smoothly.

I want us to invest in you. I want us to invest in your future. That means jobs in infrastructure, in advanced manufacturing, innovation and technology, clean, renewable energy and small business, because most of the new jobs will come from small business.

(It is taken from transcript of first American presidential debate 2016)

What Clinton delivered above is categorized the second-stream of power. She tries to use her power to influence voters through using first personal pronoun *I*. It indicates first person pronoun shows Clinton has dominant policy in small business. It is reflected in her statement *I want us to invest in you. I want us to invest in your future*. It means that she is like the one who can prove it in reality. Clinton brings small business to be her power in order to realize American people what they need and where they should earn or create jobs. Hence, the writer concludes what has been elaborated is classified Power.

From the brief analysis above can conclude that critical discourse analysis is really important to give information in detail what the speaker says. Therefore, the writer in this study is interested to analyze statements of candidates of president in first American presidential debate 2016 by using critical discourse theory.

In line with this study, there are few previous studies related to critical discourse. The previous studies mostly discusses critical discourse found in online

article and in speech. The first research is conducted by F. X. Nova Anggit Priatmoko (2013), another research is conducted by Audina Yuniar Rahmasari (2016), In this study, the researcher studies about critical discourse analysis in the first American presidential debate.

1.2. Statement of Research Problems

Based on the background above, there are several problems can be formulated into some research question, those are:

1. What kinds of power used by candidates in the first American presidential debate?
2. What ideology is used by candidates of in the first American presidential debate?

1.3. Objective of The Study

Based on the statement of the problems formulated above, this study has several objectives, they are:

1. To explain the kind of power used by candidates of the American presidential debate.
2. To describe ideology is used by candidates of the American presidential debate.

1.4. Significance of The Study

This study provides theoretical and practical benefits. Theoretically, the researcher give any information to the study who is interested in analyzing Critical Discourse Analysis.

Practically, for students of English department can be used in improving communication skill by public speaker to improve their skill to give appropriate speech in front of public.

1.5. Scope and Limitation of the Study

The scope of this study is critical discourse analysis proposed by Fairclough (1995). The limitation of this study is the first American presidential debate that focuses the kinds of power and ideology.