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Faculty : Faculty of Letters and Culture

**Title : Politeness Strategies Used by Donald Trump in the USA
Presidential Debate Election 2016**

Statement of Authorship

1. This present study is an original work of the author and there is no previous study to seem likely similar to this.
2. During undertaking this present study, the researcher believes that she never committed plagiarism. All the statements and the ideas shared by the experts are well-cited and can be found in the reference sheets.
3. If somebody finds disagreement between points 1, 2, and 3, the researcher agrees the degree to be taken off.

Gorontalo, February 5th, 2021


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APPROVAL SHEET

Name : Rahmawati Nur Alim

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Presidential Debate Election 2016

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Abstrak

Rahmawati Nur Alim. 321416050. 2021. Strategi Kesopanan Donald Trump dalam Debat Pemilihan Presiden AS 2016. Skripsi. Program Studi Pendidikan Bahasa Inggris, Fakultas Sastra dan Budaya, Universitas Negri Gorontalo. Pembimbing I: Dr. Usman Pakaya, S.S., M.A, dan Pembimbing II: Jefriyanto Saud, S.Pd., M.A

Strategi kesopanan adalah cara membangun percakapan yang bermakna dalam masyarakat. Strategi ini sangat esensial dalam interaksi sosial, termasuk dalam debat presiden. Strategi kesopanan menuntut pembicara, yakni para calon presiden, untuk menggunakan diksi yang bermakna sopan untuk menjaga citra dirinya, sehingga lebih menarik perhatian khalayak. Penelitian ini bertujuan untuk menganalisis jenis-jenis strategi kesopanan yang digunakan oleh Donald Trump selama debat pemilihan presiden di 2016. Penelitian kualitatif ini menggunakan analisis wacana untuk menjawab rumusan masalah. Hasil penelitian mengungkapkan bahwa Trump menerapkan semua jenis strategi kesopanan. Dari keempat jenis strategi kesopanan tersebut, kesopanan positif menjadi tipikal strategi yang digunakan Trump selama debat. Hal ini dilakukan Trump untuk menjaga pandangan positif para pendengarnya dan membuat khalayak nyaman dengannya sehingga dia dapat meraup suara yang lebih banyak. Dengan demikian, meskipun Trump dikenal dengan temperamennya, dia harus menjaga citra dirinya di depan khalayak Amerika dan berbicara dengan sopan selama debat. Oleh karena itu, Trump menggunakan keempat strategi tersebut dengan sub strategi masing-masing tipe sesuai dengan konteksnya. Trump terus menahan kata-katanya dan cenderung mengubah kata-katanya dari kata-kata yang berkonotasi buruk menjadi kata-kata yang berkonotasi lebih baik. Penelitian ini diharapkan dapat bermanfaat bagi para pembaca dan pembelajar bahasa Inggris untuk mendapatkan lebih banyak pengetahuan tentang strategi kesopanan dan menerapkannya dalam percakapan.

Kata Kunci: Pragmatik, Strategi Kesopanan, Debat, Donald Trump



Abstract

Rahmawati Nur Alim. 321416050. 2021. Politeness Strategies Used by Trump in the USA Presidential Debate Election 2016. Skripsi. English Education Study Program. Letter and Culture Faculty. Universitas Negri Gorontalo. Principle supervisor: Dr. Usman Pakaya, S.S., M.A, Co-supervisor: Jefriyanto Saud, S.Pd., M.A

Politeness strategies are the way to establish a meaningful conversation in society. Such strategies are of paramount importance in social interaction, including presidential debates. The strategies of politeness require the speakers, i.e., the presidential candidates, to use polite words to maintain their self-image, thus gaining more audience's interests. The aim of the present study is to analyze the types of politeness strategies used by Donald Trump during the presidential debate in the 2016 election. Further, this qualitative study employed discourse analysis to answer the research question. The result revealed that Trump applied all types of politeness strategies. Of the four types of politeness strategies, positive politeness was the typical strategy used by Trump during the debate. This was because Trump wanted to keep the hearer's face made the audience comfortable with him, which ultimately resulted in more votes for Trump. In conclusion, although Trump is known for his temperament, he has to keep his self-image in front of Americans and speak politely during the debate. Therefore, it is found that Trump used the four types with the sub-strategy of each type in accordance to the context. Trump still keep his words and tend to change his words from the bad words into the good words to maintain the hearer's face in him. This research is expected to be beneficial for the readers and English learners to gain more knowledge about politeness and apply its strategies in conversation.

Keywords: *Pragmatics, Politeness Strategies, Debate, Donald Trump*