

**DONALD TRUMP'S PERSUASION TECHNIQUES IN THE U.S.
PRESIDENTIAL DEBATE 2016**

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Abstract: Persuasion is an important aspect of communication in our daily lives. The main purpose of persuasion is to convince other people to change their belief, attitude and behaviour. Here, the researcher wanted to find out the techniques of persuasion used by Donald Trump in his political speeches in American presidential election 2016. This research was designed by using descriptive qualitative method. here, the researcher used discourse analysis because the researcher tried to study and understand the functional use of language, that was, persuasion which was used by people in their conversation to influence other's attitude, belief and behavior. The data were Donald Trump's utterances containing persuasion which were observed from his speeches within American presidential election. The data had represented all data of Donald Trump's speeches. The data were analyzed inductively through the observation done by the researcher himself. In addition, the approach for analyzing the technique of persuasion was based on the Gorys Keraf's theory of persuasion. It was found that Donald Trump used several techniques of persuasion to get support from the audience and invest his idea in delivering his speeches. These techniques are: rationalization, identification, suggestion, conformities, compensation, displacement and projection.

Keywords: persuasion, persuasive language, discourse analysis

INTRODUCTION

Finegan (2004) defines language as a vehicle of thinking, an expression mechanism that facilitates the transmission of ideas from one individual to another. People often use language to communicate their ideas; when we speak, we try to express to the listener what we are talking about, how insightful the subject is, and how well-founded, important, and perceptive these messages are. Furthermore, Finochiaro as quoted by Oktavinus, (2006) claims that language is a system of arbitrary vocal symbols that people from a particular culture or other people who have already learned that culture's system of culture use to communicate and interact. Language also occurs in tandem with human communication needs.

Communication, according to Hovland as cited in Arni, (1992), is the mechanism by which a person transmits stimuli (usually verbal) to influence the actions of others. Furthermore, in our everyday lives, persuasion is an important part of communication. We are encouraged to purchase goods in order to preserve social relationships, endorse reforms, and vote for political candidates, since the goal of persuasion is to persuade us, the listener, to change our particular belief, attitude, and behavior (Adler, 1985).

According to Palapah as cited in Sunarjo (1983), the term "persuasion" comes from the Latin "persuasio," which means "to convince." Persuasion is described by (Keraf, 1989) as a verbal art aimed at persuading someone to do something that is necessary for the speaker's purpose at the time. It means that the speaker is attempting to convince the audience to do something without resorting to intimidation or coercion. As a result, in order to persuade, the speaker must make an attempt to motivate the addressee to make a decision.

Persuasion often tries to change someone's mind; it tries to persuade them to agree and do as the speaker says. According to Sunarjo (1983), communicative persuasion aims not to harm people's pride feelings since it is aimed at motivating others to improve their attitudes, belief, and attitude without external encouragement or violence. According to Ernest (1981), rhetorical utterances are a major factor in persuasion. Rhetoric, according to Plato, is the practice of persuading the soul by discourse. The use of language in speech and writing to produce meaning is referred to as discourse.

The ability to reach an understanding between a listener and a speaker is the most critical aspect of persuasion. It is a method of persuading someone to believe what the speaker wants, and it begins with the belief of those to whom the speaker or writer speaks or writes. For the listener, the speaker's persuasion, logic, and integrity are never divided objects (Hart, 1989). Furthermore, according to Aristoteles (as quoted in Keraf, 1989), there are three fundamentals of persuasion. The first is the speaker's character and integrity. Whether the audience recognizes him or her as a person of good character, conversations will take place as expected by the speaker. The speaker's ability to keep the audience's emotional attention is the second factor. It means the speaker has the ability to influence the sentiment and emotion of the audience. Third, you'll need proof and information to support your point.

Persuasion, according to Hogan (1996), is the process of instilling beliefs and values into someone's self by influencing their thoughts and measuring them using a constructive approach. The speaker will express his or her thoughts verbally during a campaign or political oration. Furthermore, certain tactics can be used in delivering his or her speech to endorse his or her ideas; persuading the audience's confidence in order for the audience to approve the speaker's purpose. In this situation, the speaker might even try to persuade the potential voter to change his or her mind. A campaign or political oration's primary goal is to provide people with the knowledge they need to make an informed decision at the polls. A campaign or political oration may help pique public interest while still informing voters about the issues.

Dramatizing language in political debate, especially in political speeches, is an art. This is meant to persuade others, but it is not always said frankly or absolutely sincere, even though the speech contains certain terminologies that represent fact. It enjoys all forms of art; a political dialogue represents the speaker's and listener's social ties, awareness, personality, and disproportionate influence. Due to the speaker's elevated status in society, he or she is able to influence and constrain the contributions of non-powerful listeners. As a result, the speaker tries to persuade the audience to do what they wish by their statements in political speeches.

In the United States, the presidential primary or presidential election is held in Florida. It took place on November 8, 2016. Elections are performed in the United States at all levels of government, including the presidential republic, federal states, and city governments. It's referred to as a general race or primaries. This election is being held in order to select candidates. The electors choose a few candidates to run in the second / general elections, generally from a wider field of candidates (Mackenzie, 1986). It is normal for the remaining candidates in general elections to join just a handful, if any, of the two major parties: the Republic and the Democrat parties. After the nominees have been selected, they will begin to advocate for their respective visions.

The researchers use Keraf's principle of persuasion to interpret Donald Trump's speeches in this report. Furthermore, the researcher is particularly interested in Trump's or Donald Jhon Trump's voice. How he persuades voters to vote for him. He wins with 289 electoral votes over Hillary Clinton, who receives 218 votes. Furthermore, voice

has the ability to alter the speaker as much as others. Baird (2006) chose Donald Trump's speeches for this analysis because they include convincing and motivational tactics that can be used to influence his audience or potential supporters during the 2016 US Presidential Election. Donald Trump tries to persuade the listener of his willingness to use words in his voice.

This research connects to prior work in the same areas. Sukirno (2003), Hidayati (2007). Based on the aforementioned interpretation, this study uses Keraf's principle of persuasion to analyze Donald Trump's text speeches during the 2016 US Presidential Election. Specifically, this study aims to clarify the interpretation of Donald Trump's persuasion rhetoric during his 2016 presidential election speech in the United States. It includes explaining about rationalization, identification, suggestion, conformities, compensation, displacement, and projection technique in Donald Trump's speeches on the American presidential election 2016.

Discourse analysis is dedicated to determining what language is used for and how it is used (Brown & Yule, 1983). It suggests that discourse research is concerned with the vocabulary used for conversation and how the addressee interprets linguistic messages. Discourse analysis, according to Trudgill (1992), is a branch of linguistic units above the sentence, such as texts and conversation. Discourse analysis divisions that fall under the heading of language and culture assume that language is used in social interaction and therefore deal with communication.

Furthermore, Cook (1989) demonstrates that discourse analysis explores how stretches of language become significant and cohesive for their users when understood in their full historical, social, and psychological sense. When it comes to emotional and psychological interactions, it refers to how a language person uses texts to express their desired message. Discourse research, according to Stubbs (1983), is concerned with language usage outside the limits of a sentence or utterance, with the interrelationships of language and culture, and with the interactive or dialogic properties of daily speech. In addition, J. Kinneavy (1971) divides dialogue into four categories:

1. Expressive expression. It is a form of discourse in which language is simply used to convey some part of the encoder's personality (the person who encodes the message)

2. Discourse that refers to itself. This is a form of dialogue in which the use of language emphasizes the language's capacity to "designate" or "reproduce" truth. The referential discourse can be divided into three categories:

a. An informative use of language.

If the truth is conceived as understood and the information about it are merely relayed on the decoder, referential is said to serve as insightful use of language.

b. A scientific use of language

If the material is systematized and followed by demonstrative evidence of its relevance, referential is said to act as scientific use of language.

c. An exploratory of language

If the truth is unknown but being searched, referential is used to act as exploratory language.

3. Literary discourse. It's a form of debate in which the text, product, or work itself is the focal point of the method, deserving of praise in and of itself.

4. Persuasive discourse. The decoder, or the other person interested in the procedure / the recipient of the message, is the primary subject of this form of debate. What matters in this case is that the encoder, fact, and language itself all serve as tools for the decoder to accomplish any realistic results.

The 'discourse typology and the examples' in figure 2.1. Show that political speeches are the examples persuasive discourse. Kinneavy, J. (1971) gives the figure of discourse typology and the examples as shown below.

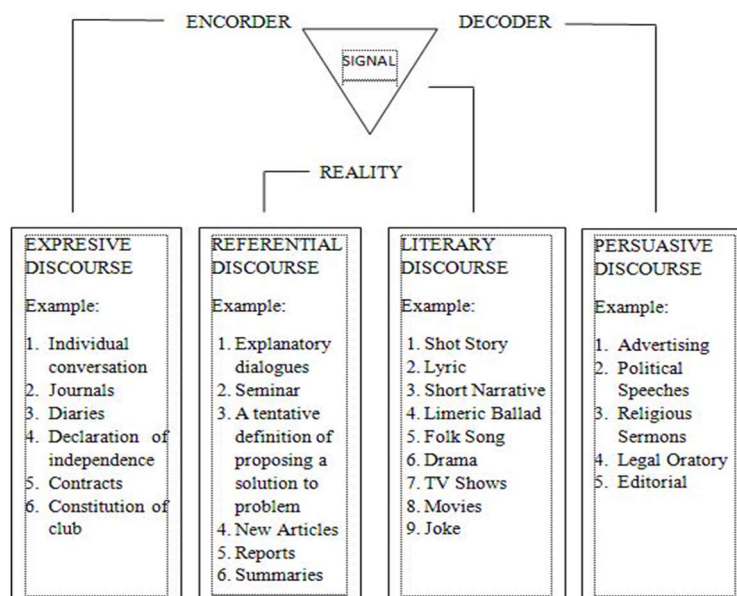


Figure 1 : Discourse Typology and the Examples According to Kinneavy

Political speech is an example of persuasive discourse, as shown in the figure and the example above. Furthermore, persuasion is a verbal gesture that seeks to persuade people to do something that a speaker or writer wants them to do now or in the future (Keraf, 1989). Renkema (1993) notes that the 'appeal' feature of language is the most important thing in persuasion. A writer or speaker attempts to persuade people to change their actions and mood by attempting to 'sell' something. In a persuasive method, there are four major considerations to consider: the medium of transmission, the post, the platform, and the recipient.

Persuasion, or attempts at persuasion, happens all the time for us. Others attempt to convince us, while we attempt to persuade them. We have used persuasive techniques since we were born and will continue to do so until we die. According to Palapah (as quoted in Sunarjo, 1983), the term "persuasion" comes from the Latin "persuasio," which means "to convince" or "persuasive" (adj). Persuasion, according to Keraf (1989), is a rhetorical art aimed at persuading others to do something that is necessary for the speaker's meaning at the time. It suggests that the speaker is attempting to convince the audience to do something without resorting to intimidation or manipulation. As a result, in order to persuade, the speaker must make an attempt to motivate the addressee to make a decision.

METHOD

Because the data of this research are in the form of utterances and words so this research is classified as a descriptive qualitative method which are not statistically analyzed. In this case, the researcher also uses discourse analysis since the researcher tries to study and understand the functional use of language, that is, persuasion which is used by people in their conversation to influence other's attitude, belief and behavior. This study is using Gorys Keraf's theory of persuasion to examines the speeches. The data of this study is Donal Trump's speeches containing persuasion which are observed from his speeches within USA Presidential. Additionally, the researcher took data source of this research by access some website and blog. they are: Cbs news, Kansas city and Rev blog. Where the transcript of Donal Trump's speeches is available there.

Since this study is a qualitative research, the main instrument used was the researcher himself, that also known as human instrument. In this case, he spent great deals of time reading and understanding Donal Trump' text speeches, identifying, classifying as well as analyzing the data in accordance with Keraf's theory of persuasion. Another additional instrument used was a checklist, which was used in identifying and classifying data. It was needed to make easy in collecting the data.

This section describes how data about the persuasion were collected through several steps:

1. The researcher collected the data which is in the form of speeches' text (transcript) by accessing some website and blog. they are: Cbs news, Kansas city and Rev blog (you can see link in references). Then, the researcher read as well as investigated the utterances used by Donal Trump whether contained persuasion and persuasive technique or not in the text of speeches.
2. The researcher selected each utterance used by Donal Trump based on Keraf theory of the persuasion and persuasive technique that divided into seven categories, those are; rationalization, Identification, suggestion (hypnotic), conformities, compensation, displacement and projection.
3. The all data obtained were reread to see whether they had reflected the target of the persuasive technique or not. Besides, it was done to make sure that would not be repetition from the same pattern of the persuasion technique.

Milles and Huberman (as cited in Rahardjo, 2002) state that technique of analyzing the data in qualitative research can be divided into three steps, these are: data reduction, data display and conclusion drawing / verification data.

Identifying and classifying the data related to the problem of the study, by reading and understanding the text of Donal Trump's speeches (transcript). Additionally, the researcher refers to the chapter two that Gorys Keraf divided technique of persuasive into seven categories, those are; rationalization, Identification, suggestion (hypnotic), conformities, compensation, displacement and projection. Furthermore, in the process of reduction the researcher considers to: if the researcher finds two or more similar data in the same text, he only takes one of them. Data display is presenting the data to be analyzed and interpreted. The data is technique of persuasion in the texts of Donal Trump speeches that has been selected by the researcher. The

researcher analyzes perspeech. Then, he describes the data in accordance with Gorys Keraf's theory of persuasion. Verification or drawing conclusion is interpreting and discussing data to get the finding. After that, the researcher concludes the result of data analysis. The conclusion is based on the problem and the objective of the study.

FINDINGS AND DISCUSSION

A. Persuasive Language Style Used by Donald Trump

In Donald Trump speeches, the researcher found seven persuasive language style used by Donald Trump. The researcher uses Gorys Keraf's theory analysis technique to make data classification. There are seven classifications, they are: rationalization, identification, suggestion, conformities, compensation, displacement and projection.

a. Rationalization

Datum 1.1

“Islamic terrorism is eating up large portions of the Middle East. They've become rich. I'm in competition with them. They just built a hotel in Syria. Can you believe this? They built a hotel. When I have to build a hotel, I pay interest. They don't have to pay interest, because they took the oil that, when we left Iraq, I said we should've taken.”

In this case, Donald Trump Said if he is in competition with Islamic terrorists (ISIS). ISIS grow up faster in the Middle East and became rich than before. Donald Trump also said if we (Amerika) left Iraq, we should take the oil there. Now the oil takes over by ISIS then makes ISIS become bigger. It makes a big problem for Amerika.

Analysis:

In datum 1.1 the sentence: "I'm in competition with them" and "I said we should've taken." is a kind of rationalization technique. Trump used it to shows if he knows that ISIS is the enemy of the US and he shows if he also fights with ISIS in a competitive way. Trump also realize after Amerika left Iraq, ISIS takes over the oil there, that makes the source of fund and make ISIS grow up. Trump said we should take the oil first before left Iraq. So ISIS cannot take the oil. This sensitivity feeling is indirectly shown if Trump is a good candidate.

Datum 1.2

"I say it again, "What do you have to lose?" Look, what do you have to lose? You're living in poverty, your schools are no good, you have no jobs, 58% of your youth is unemployed. What the hell do you have to lose? And at the end of four years, I guarantee you that I will get over 95% of the African American vote, I promise you. Because I will produce, I will produce for the inner cities and I will produce for the African Americans. And the Democrats, the Democrats will not produce and all they've done is taking advantage of your vote, that's all they've done. And once the election's over they go back to their palaces in Washington and you know what? They do nothing for you, just remember it."

In his paragraph, Trump tries to convince Michigan not to hesitate to vote for him. He stated that he promised you. Because he will produce, he will produce for the inner cities and he will produce for the African Americans. He wants to makes African Amerikan better.

Analysis:

In datum 1.2 Trump said: " I guarantee you that I will get over 95% of the African American vote, I promise you. Because I will produce, I will produce for the inner cities and I will produce for the African Americans" is called rationalization technique. It is because in the statement before Trump explains the sad condition in Michigan then Trump tries to make a good reason why they have to vote Trump without a doubt.

b. Identification

Datum 2.1

"I love China. The biggest bank in the world is from China. You know where their United States headquarters is located? In this building, in Trump Tower. I love China. People say, "Oh, you don't like China?" No, I love them. But their leaders are much smarter than our leaders, and we can't sustain ourself with that. There's too much -- it's like -- it's like take the New England Patriots and Tom Brady and have them play your high school football team. That's the difference between China's leaders and our leaders."

That statement means Trump admits if he loves China. He also knows that their President is smarter than the US. Trump knows well about this condition, the US cannot sustain this condition.

Analysis:

In datum 2.1 the sentence: “I love China”. This called identification technique. Donald *Trump* tries to avoid the conflict situation and doubt. Even though we know that China is killing them in the trade deal.

Datum 2.2

“By the way, for the price of supporting one refugee in the United States, we could support 12 in a safe zone in the Middle East or let’s say, Syria. The improved refugee screening standards I have proposed will save countless billions of dollars. It’s called extreme vetting, extreme vetting. We will invest a portion of the money saved in a jobs program for inner city youth. The African American community has given so much to this country. They fought and died in every war since the revolution, they’ve lifted up the conscience of our nation in the long march towards civil rights. They’ve sacrificed so much for the national good, yet nearly four in 10 African American children still live in poverty and 58%, as I said, of young African Americans are not working, they cannot find a job.”

Here Donald Trump said that he proposed to save countless billions of dollars. He called it extreme vetting. He wants to save jobs program to make inner-city youth.

Analysis:

In datum 2.2 this paragraph is called identification technique because in this paragraph Trump analyzes the audience and all of the situations faced accurately. He wants to show if he sees and feels what is needed by the environment that he faces.

c. Suggestion

Datum 3.1

“I will be the greatest jobs president that God ever created. I tell you that. I’ll bring back our jobs from China, from Mexico, from Japan, from so many places. I’ll bring back our jobs, and I’ll bring back our money.”

Here Trump said to the audience if he elected as President, he will take their job back. He will take their money back. He will make Amerika great again.

Analysis :

“*I will be the greatest jobs president that God ever created*” in datum 3.1 that is Suggestion technique. Trump used this interesting sentence to persuade the audience so they accept it without applying reasonable basic faithful.

Datum 3.2

“*We mourn for the lives lost, and we pledge our help, comfort, and support to every last person in need. To the people of Louisiana, we are with you, and we will always be with you. In my visit, I saw not only the suffering of our people, but also their strength, courage, and really unbeatable spirit. Their spirit will overcome. We have a lot to overcome in our country, especially the fact that our jobs are being taken away from us and going to other lands. And we’re not going to allow it to happen. And especially it’s happening right here in Michigan. It’s an amazing spirit that we will need to rebuild our country. It’s that strength that we’re going to need to create the new American future our children so much deserve.*”

Trump said if he did not want this situation to keep running. He will not allow it to happen, he wants to change this situation.

Analysis:

In datum 3.2 Suggestion / hypnotic is used in this statement: “*We pledge our help, comfort, and support to every last person in need.*” Means that he is persuading and influencing other people so that they accept it without applying the reasonable basic faithful.

d. Conformities

Datum 4.1

“*But Saudi Arabia is in big, big trouble. Now, thanks to fracking and other things, the oil is all over the place. And I used to say it, there are ships at sea, and this was during the worst crisis, that were loaded up with oil, and the cartel kept the price up, because, again, they were smarter than our leaders. They were smarter than our leaders. There is so much wealth out there that can make our country so rich again, and therefore make it great again. Because we need money. We're dying. We're dying. We need money. We have to do it. And we need the right people*”

Donald Trump said in this speech if Amerika needs the right people. The people that can lead Amerika well. Because Amerika needs money, now Amerika is dying. That is why the right people are needed to lead Amerika.

Analysis:

The sentence: “We need the right people” in datum 4.1 Right people here means Trump itself. He tried to persuade the audience to vote for him. Because he claims he is the right person for Amerika. His act means he wants to shows if he can bring a positive influence unto advancement. This called conformities technique.

Datum 4.2

“We must do better as a country. I refuse to believe that the future must be like the past, it won’t be. Our future is going to be a great future for everyone, for everyone. In a Trump administration all workers of all colors will get priority for jobs in their own country, which is about time. I want higher wages for African Americans, for Hispanic Americans and for all Americans, we want higher wages. Many, many workers in our country are making substantially less money today in real wages than they made 18 years ago. They’re working two jobs instead of one, they’re working much harder as they get older and it’s supposed to be the opposite. We’re going to stop it. We’re going to create great jobs and we’re going to get the wages up.”

Here Trump convinces people if our future is going be a great future for everyone. His staff will work to make it becomes true. Trump wants to make all colors get the same priority for jobs and want to improve their wages.

Analysis:

In datum 4.2 sentence: “Our future is going to be a great future for everyone, for everyone” this is Conformities sentence. As we know in Conformities the speaker shows that he his self enable to act as the audience. Here all the audience wants their future to be a great future.

e. Compensation

Datum 5.1

“TRUMP: Sadly, the American dream is dead.

AUDIENCE MEMBER: Bring it back.

TRUMP: But if I get elected president I will bring it back bigger and better and stronger than ever before, and we will make America great again.”

Because of the US in crisis condition (China got their Job, Japan defeat them in the car business, etc) so Trump said if American's dream is dead, but all the problems can be solved if Trump elected as the President because he will make Amerika bigger, better and stronger.

Analysis: :

“we will make America great again” in datum 5.1 is a compensation technique. Trump knows if Amerika now in frustration condition caused by some troubles. As a solution that Trump tries to make is he promise to make Amerika great again. Amerika will be bigger, better, and stronger than before.

Datum 5.2

“ In this new... Thank you. Thank you very much. In this new future, millions of workers on the sidelines will be returned to the workforce. And if I'm not elected President, that will never happen. Believe me, they're talking to you, they're playing you, but believe me, you know the answer. And I have to say that I've been talking about Michigan and the car industry and how your businesses and plants have been ripped out of your land. And I've been doing it for four years to the people of Michigan. Other people started talking about it last week. They're not going to do anything about it. Crumbling roads, bridges and airports will be replaced with the infrastructure our country needs and deserves.”

As we know in Michigan many businesses and plants have been ripped out of their land, and the compensation that Trump given is millions of workers on the sidelines will be returned to the workforce if Trump elected.

Analysis:

The sentence in datum 5.2: “millions of workers on the sidelines will be returned to the workforce. And if I'm not elected President, that will never happen” is called compensation technique. This sentence is used as a solution to an unmaintainable situation.

f. Displacement

Datum 6.1

“But Obamacare kicks in in 2016. Really big league. It is going to be amazingly destructive. Doctors are quitting. I have a friend who's a doctor, and he said to me the other day, "Donald, I never saw anything like it. I have more accountants than I

have nurses. It's a disaster. My patients are beside themselves. They had a plan that was good. They have no plan now." We have to repeal Obamacare, and it can be -- and -- and it can be replaced with something much better for everybody. Let it be for everybody. But much better and much less expensive for people and for the government. And we can do it."

Here Donald Trump used the sentence "It is going to be amazingly destructive". This means that Obamacare is broken. Last time they had good but no plans for now. It should be replaced with something better. It will replace with Trump Organization.

Analysis:

In datum 6.1 the sentence: "It is going to be amazingly destructive" is called the Displacement Technique. Because here Obamacare becomes an animosity object. So the audience knows that Obamacare is in trouble and should replace it with something better.

Datum 6.2

"By contrast, the one thing every item in Hillary Clinton's agenda has in common is that it takes jobs and opportunities away from African American workers. It takes jobs away from all workers because your companies are leaving Michigan, your companies are leaving every single state in our union. They're going to Mexico, they're going everywhere but here."

Here Trump tries to make the audience know about the bad side of Hillary Clinton. He said Clinton takes jobs and opportunities away from African American workers.

Analysis:

In datum 6.2: "By contrast, the one thing every item in Hillary Clinton's agenda has in common is that it takes jobs and opportunities away from African American workers" is displacement technique. This means that the sentence is used to replace an intention or something trouble with another purpose that replaces emotion.

g. Projection

Datum 7.1

“So I've watched the politicians. I've dealt with them all my life. If you can't make a good deal with a politician, then there's something wrong with you. You're certainly not very good. And that's what we have= representing us. They will never make America great again. They don't even have a chance. They're controlled fully -- they're controlled fully by the lobbyists, by the donors, and by the special interests, fully. Yes, they control them. Hey, I have lobbyists. I have to tell you. I have lobbyists that can produce anything for me. They're great. But you know what? it won't happen. It won't happen. Because we have to stop doing things for some people, but for this country, it's destroying our country. We have to stop, and it has to stop now.”

Here the meaning of the politicians is the name of a person who joins on politics, whereas the meaning of the lobbyists, the donors and the special interest is a people who have the power to influence the policymaker in order that provides the advantage for them.

Analysis:

The sentence in datum 7.1: the politicians, the lobbyist, the donors, and the special interest is called projection technique. This word is used by the speaker to disfigure other people.

Datum 7.2

Donald Trump:(13:50)

“Hillary Clinton supports open borders which means many thing, but it means people pour in and they take your jobs. Whether you like it or don't like it they take your jobs. Her fierce opposition to school choice, you need choice, you have to get your children into good schools. You do that through competition, you need choice. Her plan to massively raise taxes on small business and everyone one, \$1.3 trillion tax increase, whereas I'm cutting taxes very substantially for business and for the middle class. Her tremendous opposition to American energy, the opposition is fierce. And her record of giving our jobs away to many, many other countries. America must reject the bigotry of Hillary Clinton who sees communities of color only as votes not as human beings worthy of a better future.”

In this paragraph, Trump also tell about the bad side of Hillary Clinton. He makes Clinton an object of criticism. He persuades people to hate Clinton.

Analysis:

This paragraph in datum 7.2 is called projection. Projection is a technique to make the subject become an object. Trump describes Clinton has a bad attitude and indifferent paragraph, Trump describes himself self has a good attitude.

A. Persuasion Pattern Used by Donald Trump

Persuasion is the speaker's attempt to persuade another person to do something without resorting to threats or manipulation. In persuasion, the speaker must exert initiative in order to compel the audience to make a decision. Furthermore, persuasion differs from manipulation, despite the fact that both share the same goal of altering someone's mood or behaviour. Coercion usually involves a danger and a specific incentive.

Persuasion is a common occurrence in our daily lives. It is impossible to keep it out of our everyday conversations. It is extremely important for a person to be able to influence another person, especially in political speeches. The speaker often tries to sway the crowd by making promises and persuading them to change their minds and attitudes. Persuasion phenomena can be studied not only in everyday life, but also in the media, such as in the text of speeches. There is no argument that persuasion phenomena can be explored by the text of speeches because it includes a lot of utterance and is accompanied by social meaning.

The researchers used the text of Donald Trump's speeches and Gorys Keraf's principle of persuasion to explore persuasion phenomena from speeches. Persuasion is grouped into seven criteria, according to this definition, which include rationalization, recognition, suggestion (hypnotic), conformities, restitution, displacement, and prediction. The researcher discovered these methods in the text of Donald Trump's speeches in this situation. The following are persuasion patterns that the researcher discovered in Donald Trump's speeches.

1. The Function of Rationalization Technique used by Donald trump

The speaker uses the rationalization method to lay the groundwork and ideas in the hearts of the listener to smooth out the path so that his desire and choice can be explained. Donald Trump's rationalization tactic in his political speech is to both

justify and reinforce his point. Donald Trump used this tactic to reinforce his status as a presidential candidate that is truly appropriate for people's hope that he will bring change to their country, as shown by utterances (1.1), (2.1), and (3.1).

2. The Function of Identification Technique used by Donald trump

The speaker uses the identification tactic to prevent a confrontation situation and audience skepticism, as well as to identify the speaker's actions to the audience. This strategy was used by Donald Trump to identify himself and escape a crisis situation. The identifying strategy was used by Donald Trump in utterances (1.2), (2.2), and (3.2) to introduce himself to the public, to become acquainted with them, and to avoid a confrontation situation in order to manage it.

3. The Function of Suggestion Technique used by Donald trump

Suggestion technique is a persuasion or influence technique employed by a speaker to convince or influence someone to support a particular thought or belief without applying the reasonable fundamental faithful. It can be done by using reasonable and interesting utterances, as well as a strong accent, to effectively manipulate the viewer. Donald Trump used this tactic in his speech to convince his listeners to share his viewpoint. The utterances (1.3), (2.3), and (3.3) demonstrated that Donald Trump used this tactic to convince the public to agree with his ideas as well as vote for him as president.

4. The Function of Conformities Technique used by Donald trump

Compensation is a way of replacing something that is inappropriate or unmaintainable. When you're annoyed by a situation or an action, this happens. Furthermore, by demonstrating that they are capable of doing so, the speaker encourages the listener to assist the speaker in completing another activity or granting the speaker's wish. Donald Trump used this strategy in utterances (1.5), (2.5), and (3.5) to convince the electorate to improve the situation in their country and do what the speaker wished.

5. The Function of Compensation Technique used by Donald trump

Compensation is a method for finding a replacement for anything that is inappropriate or unmaintainable. It happens when you're frustrated by an action or a circumstance. Furthermore, the speaker encourages the listener to assist the speaker in completing another activity or fulfilling the speaker's wish by demonstrating that

they are capable of doing so. The utterances (1.5), (2.5), and (3.5) demonstrated that Donald Trump used this tactic to persuade the public that they should change the situation in their country and persuade them to do as the speaker desired.

6. *The Function of Displacement Technique used by Donald trump*

The speaker uses the displacement method to replace a motive or a problem with a different objective that replaces emotion. It may be an extreme hatred or a natural love. In our culture, we can be aware of a tactic known as scapegoating. An object that becomes a subject for hatred or rage is moved or replaced by another object that does not earn it in this situation. When it comes to his addresses, Donald Trump has used the displacement tactic to accuse certain people and objects of being the root of the crisis, such as in the utterances (1.6) (2.6) and (1.6). (3.6).

7. *The Function of Projection Technique used by Donald trump*

The speaker employs the projection technique to transform the subject into the object. The speaker employs this tactic to make another human seem unattractive. As a result, the viewer just sees the speaker as an individual with a positive personality and character. In Donald Trump's speeches, projection was used to transform the subject into the object as well as to disfigure another human. It's stated in utterances (1.7), (2.7), and (2.8). (3.7).

CONCLUSION

From the discussions above, the researchers draw some conclusions based on the research findings:

1. In delivering his speeches, Donald Trump used several techniques of persuasion to reach the support from the audience or public and invest his idea. These techniques are: rationalization, identification, suggestion (hypnotic), conformities, compensation, displacement and projection.
2. Donald Trump used several ways to persuade the audience. Such as giving the reasons for his statements, putting the foundations and ideas in the heart of audience, obscuring the conflict situation and identifying his behavior, making agreements and influencing the audience without applying the reasonable basic faithful, adapting him self with the audience and bringing positive influence unto advancement, looking for substitute for unacceptable situation when it became frustration, accusing certain

person of cause the problem, shifting an intention or something trouble with another purpose which replaces emotion, and made the subject become the object as well as disfigured another person in order that audience recognize him as the best figure.

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