

**SOCIAL DEMOCRACY AND ATTITUDES IN BERNIE SANDERS'
2020 UNITED STATES PRESIDENTIAL SPEECHES:
A CRITICAL DISCOURSE ANALYSIS**



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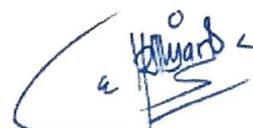
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ABSTRAK

Thalitha Anzalna Ramadhanty, 2021. Demokrasi Sosial dan Sikap Bernie Sanders dalam Pidato Presidensial Amerika Serikat 2020: Analisis Wacana Kritis, Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Studi ini bertujuan untuk menginvestigasi struktur, ideologi demokrasi sosial, dan sikap yang disampaikan oleh Sanders pada pidato kepresidenannya. Sumber data studi ini adalah “Staying in the Race” dan “Ending His Campaign” yang diperoleh dari koran digital *the New York Times*. Studi analisis deskriptif diaplikasikan untuk menganalisis data seperti kata, frasa, serta kalimat yang mengindikasikan adanya ideologi demokrasi sosial dan sikap pada kedua pidato tersebut. Penelitian ini menggabungkan tahap tekstual dari kerangka tiga dimensi AWK milik Fairclough dengan Transitivity Halliday serta teori Attitude dari Appraisal Martin dan White. Ketiga teori berfungsi untuk mengungkap keseluruhan struktur teks hingga elemen linguistik yang tersaji di dalamnya. Hasil studi ini antara lain adanya persamaan dalam penyusunan kedua pidato, presentase yang tinggi pada penggunaan *material process*, dan perbedaan polaritas antara *affect* dan *judgment* dalam kedua pidato. Analisis membuktikan bahwa Sanders cenderung menyebarkan ideologi demokrasi sosial melalui *material process*. *Process* tersebut digunakan untuk mengemukakan kebijakan berorientasi demokrasi sosial yang akan ia terapkan dalam memperbaiki kondisi Amerika Serikat, seperti layanan kesehatan universal, pendidikan gratis, penaikan pajak untuk orang kaya, dan penurunan kesenjangan upah. Demi memengaruhi warga negara Amerika Serikat, Sanders menggambarkan Trump sebagai musuh, sedangkan Biden dicitrakan selayaknya seorang kawan.

Kata kunci: Pidato politik, Demokrasi Sosial, Sikap, Analisis Wacana Kritis, Transitivity, Bernie Sanders

ABSTRACT

Thalitha Anzalna Ramadhanty, 2021. Social Democracy and Attitudes in Bernie Sanders' 2020 United States Presidential Speeches: A Critical Discourse Analysis, A Thesis: Jakarta, English Literature Study Program, Faculty of Languages and Arts, Universitas Negeri Jakarta.

This study aims to investigate the structure, the social democracy ideology, and the attitudes that are delivered by Sanders in his presidential speeches. The sources of the data are “Staying in the Race” and “Ending His Campaign” that are obtained from *the New York Times* digital newspaper. The descriptive-analytical study is occupied to analyze the data such as words, phrases, and sentences that indicate hints of social democracy and attitudes within the speeches. The investigation utilizes Fairclough’s textual level of the three-dimensional CDA Framework alongside Halliday’s Transitivity and Martin and White’s Attitude of Appraisal. These theories are significant in uncovering the whole text’s structure up to its linguistic elements. Results from the study include similar organization between the speeches, the high percentages of material process, and the dissimilarity of polarity between the two speeches’ affect and judgment. The analysis has discovered that Sanders tends to transmit social democracy’s values through material process for depicting the social democratic measures that he will undertake to reform the United States. Those values include universal healthcare, free education, tax raise on the rich, and lower income disparity. In influencing the citizens, he visualizes Trump as an enemy, opposite to Biden who is portrayed as an ally.

Keywords: Political speech, Social Democracy, Attitudes, CDA, Transitivity, Bernie Sanders

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Thalitha Anzalna Ramadhanty

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