CHAPTER 1

INTRODUCTION

This chapter consists of background of the study, research question, purpose, limitation, scope, significance of the study, and some previous studies.

1.1 Background of The Study

Speech is a process of interacting and delivering some messages to the audience. It is the process to assure the audience about some particular ideas. Speech is the best way for someone to directly connect with a large number of people. Through speech someone can possibly influence many people about their ideas.

For example, Martin Luther King with his "I Have a Dream Speech" which can influence people and broke down racial problems. Another example is the speech from Frederick Douglass, a hero who fights against slavery. Through his speech, he finally succeeded to fight for the freedom and rights of African Americans.

The two examples above proved us that a good speech can change people's perspective on something. That's why speech is often used by someone to gain many supporters for their ideas. Hence, to make people believe they definitely have to create the reliable, rationalistic, and persuasive speech. Aristotle in his work entitle 'On Rhetoric' explained the three secrets for being a persuasive speaker. There are Ethos (credibility of the speaker),

Pathos (emotional connection to the audience), and Logos (logical Argument). (https://owl.english.purdue.edu/owl/resource/625/03).

One of the situations where someone needs to deliver their idea through speech is in the presidential campaign. Every candidate in the campaign has to promote themselves and convince people to elect them. In the presidential campaign all the candidate share their vision, mission, promises, and persuasive statements in order to gain a large number of voters to win the election.

In the United States, presidential campaign becomes very sensational issue whether for the country itself and for all around the world. As a super power country, everything that is going on especially the politic condition in the United States never goes unnoticed by the media. In other words, almost every single thing which happens in the United States becomes public's discussion, including the presidential election 2016.

Donald Trump, the 45th President of the United States with his controversial speech during the presidential campaign has succeeded to attain a large number of voters. Born into a very wealthy family, the 70 years old millionaire won the election defeated the Democrat candidate Hilary Clinton on November 9, 2016. This oldest man that ever elected, with his jargon "Make America Great Again" grabbed much enough vote from his loyal supporters. Whereas, there are also a lot of people believing he would not succeed when he informs that he will join the United States presidential election.

In his campaign speeches, he shares promises such as rebuild the country's aging infrastructure, strengthening the military, growing the nation's economy by at least 6%, and many more. Not only that, he is also stating his new policy that reaped many critics and protest. As an audience we can appraise his capability of speaking through how he composes his words into a speech and the way he delivers his idea to persuade all of the audience. Besides, we can also analyze his characters from what he is talking about by using the Appraisal Theory.

Appraisal is the theory by J.R Martin that developed the idea of M.A.K Halliday's Systemic Functional Linguistic. It helps us to systematically analyze the speaker or writer's attitude. Appraisal theory consists of three parts. Firstly, attitude can identify the writer or speaker's emotion (affect), how the writer or speaker respect or disrespect dealing with their attitude toward the behaviour of people or something (judge), and the evaluation of something (appreciation). Secondly, engagement deals with linguistic formation by which the writer or speaker explains their point of views. Last is graduation, a general feature of both attitude and engagement (strength of evaluation).

In this study, the writer wants to analyze Donald Trump presidential campaign speech text using the Appraisal theory to know how his speech represents his characters and his point of views. The writer will use two Donald Trump presidential campaign speech texts as the corpus of study.

1.2 Research Question

Based on the background above, the writer suggests a research question as follows:

How does Donald Trump's presidential campaign speech text represent his character based on Appraisal perspective?

1.3 Purpose of The Study

This study aims to find out the characters of Donald Trump through his presidential campaign speech text based on Appraisal perspective.

1.4 Limitation of the Study

This study focuses only on two Donald Trump presidential campaign speech text, which are *Our Country Need a Truly Great Leader* on June 16, and *American Economic Revival* on September 15, 2016. Not the whole character of Trump personally.

1.5 Scope of the Study

This study focuses on Donald Trump's character and point of view through his presidential campaign speech texts by using the three aspects of Appraisal Theory (attitude, engagement, graduation) by Martin and White, 2005.

1.6 Significance of the Study

By conducting this study, the writer hopes to contribute knowledge and enrich study about how speech text can represent someone's characters by using the Appraisal Theory.

1.7 Previous Study

According to the topic of this study, the writer found a similar topic studied by other researchers.

The first study is written by Arunsirot (2012) entitle *The Use of Appraisal Theory to Analyze Thai Newspaper Commentaries*. He analyzed the attitude expressed in Thai Newspaper commentaries focused on the topic about the disruption of ASEAN summit on April 11, 2009. The data of the study are collected from 32 newspaper commentaries taken from nine online newspapers. This study found that the commentators made use of both positive and negative emotional, judgment, and appreciation through either adjective, adverbs, noun phrases, verb phrases or metaphors.

The second study entitle *Appraisal Device on the "X Factor Indonesia" Commentaries* written by Chusna and Wahyudi. They investigate the existence of Appraisal Theory on X Factor judges' commentaries. This study uses the qualitative and quantitative research methods so that the result can be seen through percentage acuity. The total result shows that the commentators tend to use the attitude system of judgment in order to assess the singing

capability of the contestant. As Martin and White (2005) explain that judgment of capability measure how capable someone is.

The third study published in 2016 by Aini entitles *The Image Construction of Donald Trump in "The New York Times" Online Newspaper*. This study investigates how The New York Times online newspaper constructs Donald Trump's image. The data collected from seven news articles published on The New York Times website within February 2016 – April 2016. In her study she finds out that the attitude system of judgment is often used in that seven news article. The result is narrowed down to 79 negative attitude appraised by Donald Trump and 95 negative attitude appraised towards him which refers to his image as incompatible candidate to be the next president of the United States.

After exploring about the use of Appraisal Theory analyzed by those researchers, this study entitle "**Donald Trump's Character in the Speech Text of United States Presidential Campaign 2016; Appraisal Analysis.**" wants to explore more about the use of Appraisal Theory that can shows someone character through their words in this case the speech from the new president of America, Donald Trump. This study focuses on Donald Trump's character reflected in his own presidential campaign speech texts so that the data source is different from the three previous studies above.
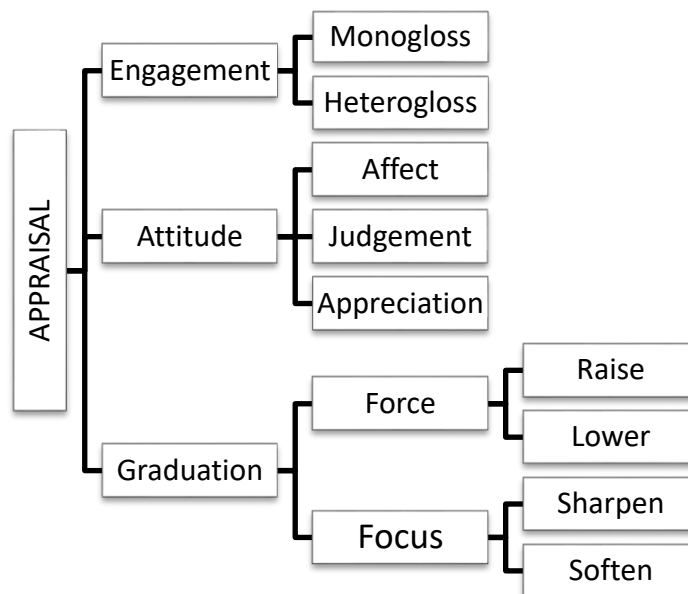
CHAPTER 2

LITERARY REVIEW

This chapter consists of the information about appraisal theory, brief information about presidential campaign and speech, and theoretical framework of the study.

2.1   Appraisal Theory

Appraisal Theory is a theory by J.R. Martin that is developed from the idea of M.A.K. Halliday's Systemic Functional Linguistic. SFL, as the study of language used is classified into three main kinds of meanings simultaneously (language meta functions): ideational meaning, interpersonal meaning, and textual meaning (Halliday; 1985). Appraisal theory is only focused on the interpersonal in language. It is used to analyse the use of language by the writer or speaker in adjusting certain attitudes, showing the engagement with the others, and categorizing both the attitude and engagement level.

Based on J.R. Martin and White's book entitle "The Language of Evaluation: Appraisal in English" (2005), appraisal theory consist of three subsystems:

Table 1: *an overview of appraisal resources*

Appraisal consists of three sub-systems: attitude (emotion, ethics, and aesthetics), engagement (the positioning of speaker or writer), and graduation (strength of evaluations for both attitude and engagement).Taken from the book "The Language of Evaluation: Appraisal in English" by J.R. Martin and P.R.R White (2005)

1. ATTITUDE

Attitude focuses with the emotion, ethics, and aesthetics that the writer or speaker intends to share. Emotional aspect deals with the feeling of the writer or speaker, ethic concerns about behavioural judgement, and aesthetic deals with the evaluation of things or figures. Those three aspects are able to indicate the attitude

of the writer or speaker that is being presented by them. Good and bad attitude might appear on their words.

To make it clear the writer will describes the three aspects of attitude bellow. There are affect, appreciation, and judgement.

a. Affect

Affect can identify the writer or speaker feeling whether it is positive or negative emotions showed in their words. Affect can be indicated through the use of verb that shows emotion, circumstances of manner, adjective and noun of emotion.

Table 2: *Types of affect*

TYPES OF AFFECT	POSITIVE	NEGATIVE
Dis/inclination	*Desire* (want, aspire to, wish for, yearn for, ...)	*Fear* (afraid, worried, anxious, frightened ...)
Un/happiness	*Cheer, affection* (admire, attached to, glad, hilarious, joyful, pleasant ...)	*Misery, antipathy* (cheerless, displeasure, hate, antagonism, ...)
In/security	*Confidence, trust* (bet on, assured,	*Disquiet, surprise* (apprehensive, nervous,

	conviction, have faith in …)	shocked, dazed, astonished, ...)
Dis/satisfaction	*Interest, pleasure* (contented, captivated, charmed, dazzled, …)	*Ennui, displeasure* (furious, offended, irritated, yawn, listlessness, …)

Taken from the book "The Language of Evaluation: Appraisal in English" by J.R. Martin and P.R.R White (2005)

b. Judgement

Judgement is the region of meaning that indicate people's attitude to the others and the way they behave (Martin and White, 2005: 52). Similar with affect, judgement can also be positive or negative. Martin and White classify the term judgement into social esteem and social sanction.

Judgement of esteem consists of admiration (+) and criticism (-). It focuses on normality (how unusual someone is), capacity (how capable they are), and tenacity (how dependable they are). Meanwhile, judgement of sanction consists of praise (+) and condemn (-). It deals with veracity (how truthful someone is) and propriety (how ethical someone is).

Table 3: *Types of judgement*

	POSITIVE	NEGATIVE
1. **Social Esteem**	*Admire*	*Criticise*
Normality How special?	(advantageous, fortunate, marvellous, attracted, extraordinary, …)	(unfortunate, bizarre, abnormal, ambiguous, unstable, hapless, …)
Capacity How capable?	(preeminent, smart, energetic, expert, professional, competent, …)	(fragile, down, dangerous, brainless, slow, inexpert, unskilled, incompetent, …)
Tenacity How dependable?	(dauntless, bold, submissive, reliable, faithful, solidarity, constant, …)	(gutless, hasty, impatient, reckless, unreliable, unfaithful, disloyal, …)
2. **Social sanction**	*Praise*	*Condemn*

Veracity How honest?	(believable, honest, factual, credible, trustworthy, …)	(Dishonest, fake, lying, manipulative, …)
Propriety How ethical?	(nice, suitable, kind, caring, modest, humble, polite, respectful, …)	(Bad, wicked, evil, mean, cruel, brutal, arrogant, abusive, barbaric, egoistic, …)

Taken from the book "The Language of Evaluation: Appraisal in English" by J.R. Martin and P.R.R White (2005)

c. Appreciation

Appreciation can be interpreted as the way people evaluate something especially the things that the people make and the performance they give. Similar with affect and judgement, appreciation can be done positively or negatively.

Generally the term appreciation can be divided into *reaction, composition, and valuation*. Reaction deals with attention (reaction: impact) and the emotional impact with the degree to which the text/process in question captures our reaction: quality. Composition refers to our perception of proportionality (composition: balance) and detail (composition: complexity) in a text/process. Valuation focuses with field, since the criteria for valuating a text/process are for the most part institutionally specific (Martin and Rose, 2003).

Table 4: *Types of appreciation*

Types of Appreciation	POSITIVE	NEGATIVE
➢ Reaction ***Impact*** Did it grab me?	(Striking, eye-catching, impressive, remarkable, sensational, stunning. …)	(tedious, boring, flat, uninteresting, monotonous, unexciting, wearisome …)
Quality Did I like it?	(Okay, fine, good, lovely, beautiful, appealing, …)	(Bad, yuk, nasty, ugly, plain, repulsive, …)
➢ Composition ***Balance*** Did it hang together?	(steadiness, harmonious, symmetrical, consistent, logical, well-formed, …)	(inconsistent, irregular, antithetical, flawed, …)
Complexity Was it hard to follow?	(incomplex, transparent, clear, simple, uncomplicated, straightforward, …)	(complex, complicated, unclear, obscured, vague, …)

➢ Valuation Was it worthwhile?	(beneficial, profitable, innovative, original, creative, useful, unique, …)	(hollow, reductive, insignificant, common, fake, worthless, superficial, …)

Taken from the book "The Language of Evaluation: Appraisal in English" by J.R. Martin and P.R.R White (2005)

2. ENGAGEMENT

Engagement is the second sub-system of appraisal theory which is concerned with the linguistic formation by which the speaker or writer shows their point of view. There are two types of engagement, monogloss and heterogloss.

a. Monogloss

Monogloss is also called as "bare declaration" (Martin and White, 2005). It shows the writer or speaker own perspective without any other references from the other's voice or point of view.
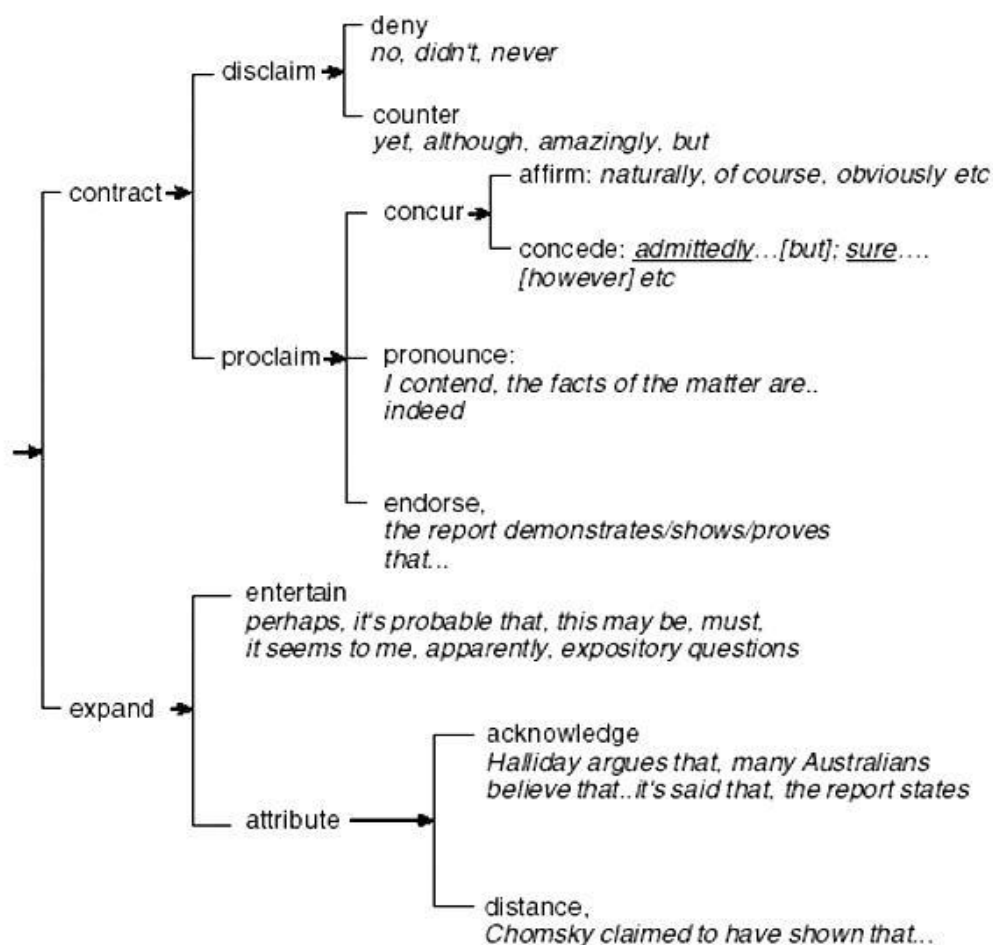
Table 5: example of monogloss

Example:
1. Maybe, the girl was killed
2. The girl was killed

The first sentence is not monogloss because it contains additional information (maybe). The word maybe has changed the meaning of the origin sentence. Meanwhile, the second sentence above is monogloss. There is no additional information such as modal verb or conjunctions and any attribute of other's opinion in the sentence.

b. Heterogloss

Heterogloss is the second type of engagement that focused on other's voices or viewpoints rather than from the writer or speaker's own opinion. Heterogloss consists of two categories, which are contract and expand.

Table 6: *categories of heterogloss*

Table 6 the Engagement System: Taken from the book "The Language of Evaluation: Appraisal in English" by J.R. Martin and P.R.R White (2005)

3. GRADUATION

The last sub-system of Appraisal Theory is Graduation. It is a general property of both attitude and engagement. Graduation of attitude enables authors to convey greater or lesser degrees of positivity or negativity, while graduation of engagement scales author's conviction in their utterance.

There are two types of graduation system. First is force that can show how strongly we feel about someone or something. Force is used for scaling the degree of intensity and degree of amount (Martin and White, 2005, p.141). Second is focus which contains the value of attitude, it might be sharpening (make the meaning more precise) or softening (blurring the meaning) (Martin and White, 2005)

Table 7: Example of graduation system

low degree		high degree
Competent player	good player	Brilliant player
Attractive	beautiful	exquisite
She suggested that	she stated that	she insisted that
I had cheated	I had cheated	I had cheated

Graduation: scaling someone's utterance level (lower-higher). Taken from the book "The Language of Evaluation: Appraisal in English" by J.R. Martin and P.R.R White (2005)

Graduation is classified into two categories which are force and focus.

1. Force

   According to Martin and White (2005), force deals with the appraisement of degree of intensity and degree of amount. Thus force is classified into intensification and quantification.

   Intensification deals with the appraisement of the intensity of qualities, process, verbal modalities of likelihood, usuality, inclination, and obligation.

Table 8: Intensification

Intensity	Low	High
Qualities	Slightly smart	Extremely smart
Process	Slightly annoy me	Greatly annoy me
Modality of likelihood	Seems like…	Feels like…
Modality of usuality	Rarely go	Often go
Modality of inclination	Will eat	Would eat
Modality of obligation	Should sleep	Must sleep

The second type of force is quantification. This type of force deals with the quality of number, presence, and extent (proximity and distribution of time and space) (Martin and White, 2005, p. 151).

Table 9: *quantification*

Quality	Low	High
Number	A few	Many
Presence	Large	Huge
Extent	Time	Space
Proximity	Recent, latest	Near, far
Distribution	Long-lasting, short-term	Widely-spread, sparse

2. Focus

The second type of graduation is focus. It indicates whether the message is being sharpened or softened by the writer or speaker. In addition, focus is applied to align the reader into the advanced position (either negative or positive) (Martin and White, 2005, p. 139).

Focus is divided into two types, which are sharpen and soften. Sharpen indicates sharping of a meaning or making the meaning more precise. For example, she is _a true_ friend. While softened indicates blurring the meaning or making meaning less precise. For example, he is _kind of_ good.

2.2 Presidential Campaign and Presidential Speech

In the 20th and 21th centuries, the study of political discourse such as speeches, debates, campaign, brochures, and poster of politicians has been analysed by many researchers. At that time political events are at the core of the

national agenda and cannot be simply ignored (Tekin, 2008; Garvi-Nury, 2008; Laurer bach and Fetzer, 2007). Studies in political discourse are diverse varying from, for example, judging the political power of president in editorial (Schaefer, 1997), the role of discursive strategies in political campaign (Tenorio, 2002), linguistic patterns in presidential campaign speeches (Jarvis, 2004), and so on.

Political campaign involves many activity but speeches have always played a major role in candidates schedules (Alireza & Yousef, 2012). National speeches are the most potentially influential weapon in the president's political campaign (Schaefer, 1997). Through the speeches, the candidate share their belief and policy to others. When someone stands for election with the intentional of becoming the next president in their country, they will promote their political agendas in order to persuade people to vote for them.

2.3 Theoretical Framework

This study is conducted by applying J.R. Martin and White's theory of appraisal (2005) in order to find out the character or image of Donald Trump through his speech texts on The United States Presidential Campaign 2016.

CHAPTER 3

METHODOLOGY

3.1   Research Method

In this study, the writer uses qualitative descriptive method. By using this method the writer intends to explain the data found in Donald Trump presidential campaign speech texts using the Appraisal Theory.

2.4 Data Source

The data source of this study are collected from two texts of Donald Trump presidential campaign speech 2016.

3.3   Data

The data of this study are words, phrases, clauses, and sentences in Donald Trump presidential campaign speech texts that indicating the appraisal system.

3.4   Data Collecting Procedures

In collecting the data, there are several procedures which were used in this study, they are:

1. Determine the speech texts from Donald Trump during the presidential election on The United States as the object of the study based on purposive sampling.
2. Read the two texts

3. Identify the words, phrases, clauses, and sentences that indicating the attitude, engagement, and graduation system according to Appraisal Theory.

4. Classify the words, phrases, clauses, and sentences indicating the attitude (affect, judgement, appreciation) in table 10.

5. Classify the words, phrases, clauses, and sentences indicating the engagement system (monogloss and heterogloss) in table 11.

6. Classify the words, phrases, clauses, and sentences indicating the graduation system in table 12.

3.5   Data Analysis Procedures

After collecting the data, the writer analyses the data by following the steps bellow:

1. Categorize the classified words into positive and negative attitude of affect.

2. Categorize the classified words into positive and negative attitude of judgement.

3. Categorize the classified words into positive and negative attitude of appreciation.

4. Draw a pre-conclusion of attitude system.

5. Analyze the classified words of monogloss engagement expression.

6. Analyze the classified words of heterogloss engagement expression.

7. Draw a pre-conclusion of engagement system.

8. Analyse the classified words of focus graduation expression.

9. Analyse the classified words of force graduation expression

10. Draw a pre-conclusion of graduation system.

11. Interpret the results of Trump's character by combining the result of attitude, engagement, and graduation.

12. Draw the final conclusion.

Table of Analysis

Table 10: *Appraisal – Attitude*

NO	Words, Phrases, Sentence and Clauses	APPRAISER	APPRAISED	ATTITUDE			EXPLAIN
				AF	JU	AP	

Table 11: *Appraisal – Engagement*

NO	Words, Phrases, Sentence and Clause	MONOGLOSS	HETEROGLOSS		EXPLAIN
			EXPAND	CONTRACT	

Table 12: *Appraisal – Graduation*

NO	Words, Phrases, Sentence and Clause	GRADUATION		EXPLAIN
		FOCUS	FORCE	

CHAPTER 4

FINDINGS AND DISCUSSIONS

This chapter provide the analysis and the result of the study about Appraisal Analysis in Donald Trump speech on the United States presidential campaign 2016.

4.1 Data Description

The writer uses the words, phrases, clauses, and sentences from Donald Trump presidential campaign speeches as the data of the study. The writer selects two Donald Trump presidential campaign speech texts based on purposive sampling. The selected speech texts are *Our Country Need a Truly Great Leader* on June 16, and *American Economic Revival* on September 15, 2016. There are about 307 appraising items found from these two speeches. The first speech consist of 177 appraising items, and 130 appraising items found in the second speech.

4.2 Findings

In this study, the writer explains the appraisal system found in Donald Trump speech texts during the United State presidential campaign 2016 which shows the attitude (affect, judgement, and appreciation), engagement (monogloss and heterogloss), and graduation (force and focus) to find out the character of Donald Trump based on his words in his two presidential campaign speeches.

The result shows that Trump is shown as a judgemental, narcissistic, arrogant, self-centred, racist, over confident, and ambitious presidential candidate based on his two presidential campaign speech texts.

The result of the study are shown in the following table.

Table 4.2 Table of Attitude

No.	Classification of Attitude	Frequency		Total	Interpretation
		Positive	Negative		
1.	Affect	31	15	46	Most of the data are the positive desire of Trump, and his affection to his family.
2.	Judgement	105	144	249	Most of the data are Trump's negative judgement to the condition of US under previous government, Obama, Clinton, and another countries he mentioned several times. Second most dominant is positive judgement appraised by Trump for himself.
3.	Appreciation	12	-	12	Most of the data are Trump's appreciation to the quality of his family and the Americans.
			Total:	307	

Based on the table above, the most dominant system of attitude is judgement. This system of attitude shows how the acts, behaviours, and characters of someone is being appraised (Martin and White, 2005: 52). The second dominant system of attitude is affect which can indicates the emotion felt by Trump. The appreciation appears in the speech is the least dominant system of

attitude that can shows how Donald Trump evaluates something especially the things that people make and the performance they give.

There are positive and negative value from that systems of attitude except the appreciation system that only have the positive value. Most of them are the negative judgement from Donald Trump such as "**He's not a leader**", "**He's a bad negotiator**", etc., and the positive judgement toward himself such as **"I did a lot of great deals"**, **"I will be the greatest jobs president that God ever created."**, etc. In affect system, mostly the positive values come out from his words rather than the negative one such as "**I love my life**", "**I love my father**", "**I love what I'm doing**", etc. Positive affect means that he shares more positive feeling such as his cheerfulness, affection, desire, and his life pleasure.

In part of engagement, most of the data are monogloss engagement system which indicates that the data are Donald Trump's own perspective without any other references from the other's voice or point of view. There are also a little bit heterogloss engagement system found in the texts. About 13 disclaim types of heterogloss engagement appear in these two Donald Trump's presidential campaign speeches showing the counter plan between he and his opponent, Hillary Clinton.

In graduation system, there are only 3 data of focus graduation system and the rest and the most dominant type is the force graduation system such as **"That's *really* nice", "They're sending people that have *lots of* problems", "We have *tremendous* people**", **"I want to have the *strongest* military.",** etc. It

means that most of Trump's words is strengthening the quality of someone or something not the quantity of it.

4.3 Discussion on the Attitude System

The total result of the attitude system from two Donald Trump's presidential campaign speeches are about 307 appraising items with judgement as the most dominant system. About 144 data found in judgement system are the negative judgement. That is the largest number of all appraising items. That negative judgement indicates Donald Trump's negative or even cruel opinion toward the other people or things such as **"politicians are all talk no action", "they can't lead us", "we have people that are stupid", etc.**

4.3.1 Judgement

According to Martin and White, the aim of judgement is to appraise someone's character, attitude and behaviour. It is the region of meaning that indicate people's attitude to the other and the way they behave (Martin and White, 2005: 52). The result shows that the most dominant type of attitude system is the negative judgement. Most of negative judgement from Donald Trump belongs to the US condition due to the particular government, Obama, Clinton, and several countries that he often mention in his two presidential campaign speeches.

Trump used more negative judgement in his speech as follows:

Table 4.3.1: Table of Judgement

Judgement	Positive	Negative
Capacity	95	97
Propriety	6	40
Tenacity	3	-
Normality	1	6
Veracity	-	1
Total : 249		

Based on the table above, Trump shows his character as a judgemental person as he says in the following sentences.

"Our country is in serious **trouble**."

The word "trouble" indicates the judgement of capacity. It can be interpreted as the problems or difficulties caused by something failing to operate as it should (dictionary.cambridge.org). In this context, Donald Trump has judging the capability of United States at that time. If we examined it more deeply we will see that his words is more inclined to the United States Administration at that time. By saying that, Trump has judging the capability of the United States Administration to protect the country. And through the word "trouble" he has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity. It means that United States administration under Obama's government has failing to operate as it should.

"They are laughing at us, at our **stupidity**."

The word "stupidity" indicates the appraisal system of judgement. The word "stupidity" means the state of being silly or unwise (dictionary.cambridge.org). In this context, Trump is talking about how other country such as China and Mexico has beating up US economically and US as a superpower country is unable to even protect their own country. Similar with the previous analysis, Trump in this statement is also judging US administration at that time (Obama's government) not only the economic condition of US. The core target of his negative judgement is the capability of the US government in protecting US economic condition, which he judges as silly or unwise (stupidity).

Trump's judgement is also shown negative in the following sentences:

"We as a country are getting **weaker."**

Similar with the previous analysis, Trump is still judging US government at that time (Obama's government). From dictionary.cambridge.org the word "weak" means not strong in character, not able to make decisions or to persuade or lead other people. By saying "we as a country are getting weaker", he has judging the capability of Obama's government to protect the country. Through the word "weaker" he has clearly states his negative opinion belong to the appraisal system of judgement which content negative value of capacity. It means that United States administration at that time is not strong and unable to lead the people as it should.

"It's **not great** again."

Still the same as the previous one, Trump is still judging US administration at that time. By saying "not great again" refers to the United States, he has judging about the capability of Obama's government at that time. Through the words "not great" he has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"I've visited cities and towns in upstate New York where half the jobs **have left and moved** to other countries."

Still the same as the previous one, Trump is still judging US administration at that time. By saying "half the jobs have left and moved", he has judging about the capability of the United States Administration at that time. In this case, he is judging about how US government at that time (Obama's government) is unable to keep the job in the country and letting the people being jobless.

"Because we have **no protection**."

By saying "we have no protection", again he has judging the capability of the Obama's government about protecting the country. Through the word "no" he has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"We have a **disaster** called the big lie: Obamacare."

Another thing that is being appraised by Trump is Obama and his policy and program, one of them is Obamacare. The Affordable Care Act so called Obamacare is the United States reform law that expands and improves access to care and curbs spending through regulations and taxes

(https://obamacarefacts.com/whatis-obamacare/). In this time, Trump is judging the capability of Obama's system which is Obamacare. The word "disaster" means very unsuccessful or extremely bad (dictionary.cambridge.org). By saying "we have a disaster" refers to the Obamacare, he has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"It's virtually **useless**."

Again, in these two speeches, the writer found many words, clauses, phrases, or sentences are Trump's negative judgement of Obama, his policy, and program. The word "useless" means not working or not achieving what is needed (dictionary.cambridge.org). By saying "it's virtually useless" refers to the Obamacare, he has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"He's **not a leader**."

In this sentence, Trump has explicitly judging Obama capacity which means that Obama as a leader has failed and he is unable to lead the country. By saying "he's not a leader" refers to Obama, Trump has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"He's actually **a negative force."**

In this sentence, Trump has explicitly judging Obama capacity which means that Obama as a leader has shared negative force for the country and all the people. By saying "he's actually a negative force" refers to Obama, Trump has

clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"Our president **doesn't have a clue**."

This sentence is still appraising Obama as a leader. The word "clue" according to dictionary.cambridge.org means a sign or some information that helps you to find the answer to a problem, question, or mystery. In this sentence, Trump has also explicitly judging Obama capacity which means that Obama as a leader is unable to find the answer to every problem, question, or even mystery that happened in the United States. By saying "our president doesn't have a clue" refers to Obama, Trump has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"He's a **bad negotiator**."

Obama is still being appraised by Trump in this sentence. Bad means low quality according to dictionary.cambridge.org. In this sentence, Trump has also explicitly judging Obama capacity which means that Obama as a leader is unable to negotiate with another people or country in the context of business. By saying "he's a bad negotiator" refers to Obama, Trump has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"Politicians are **all talk no action**."

In this sentence, the object that being judge is increased. Not only judging the capability of Obama, Trump is also judging the capability of US Politicians at that time which is under Obama administration. He criticize the Politicians

capability which they can not doing anything except talking. By saying "Politicians are all talk no action" refers to Obama and his Politicians, Trump has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"We have people that are **stupid.**"

Similar with the previous one. The target that being judge is increased. Not only judging the capability of Obama, Trump is also judging the capability of US Politicians, and all the people that deal with the government or people that take part in US administration at that time at that time. By saying "we have people that are stupid" refers to Obama and his Politicians and people, Trump has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"My opponent described tens of millions of American citizens as **deplorable and irredeemable**."

In this sentence, there is a bit different from the previous one. Which make it different is the object that being appraised here. In this time, Hillary Clinton as his opponent candidate is being judge by Trump. He said that, Hillary describe American citizen as deplorable and irredeemable. Those two words is indicate as the unethical words, it means that Hillary as a sayer has an unethical behavior. This is one of Trump's statement that lead to the negative judgement of propriety or how ethical someone is. By saying those words, he condemn Hillary Clinton as an unethical person.

"**Not one single idea she has** will create one net American job, or create one new dollar of American wealth for our workers."

The next sentence is Trump's negative judgement toward Hillary capacity. He outlined that Hillary's idea will not give a good change in US. By saying "not one single idea she has will create one net American jobs, etc", Trump has clearly states his negative opinion belong to the appraisal system of judgement which content the negative value of capacity.

"When Mexico sends its people, they are **not sending their best**."

This is another statement from Trump that lead to the negative judgement of propriety or how ethical someone is. The words "not sending their best" is one form of negative judgement from Trump to the Mexico. By saying this, he condemn the Mexico people as an unethical person.

"They're sending people **that have lots of problems**."

Still the same with the previous analysis. Mexico is being appraised by Donald Trump negatively. In this context, have lots of problems means that they have much of bad behaviour (dictionary.cambridge.org). By saying this, he condemn the Mexico people as an unethical person.

"They're **bringing drugs**."

Same with the previous one, again Trump stating his negative judgement of propriety toward Mexico people by saying "they're bringing drugs" which considered as an unethical or bad behaviour.

"They're **rapists**."

Mexico is still being appraised negatively by Donald Trump. By saying "they're rapist" Trump shows his extreme negative judgement of propriety toward Mexico people which is considered as unethical or bad behavior.

From those example analysis of the most dominant type of appraising item which is negative judgement. The writer concludes that Trump in his campaign especially in his two speeches are more criticizes other's capability. Most of them are the capability of US at that time, which is under Obama administration.

The second most dominant types is still from judgement system of Appraisal, which is the positive value of judgement. In these two campaign speeches of Donald Trump, he shares lot of positive judgement especially toward himself. He is more often admiring his capability of doing something great, as follows:

"I **beat** China all the time."

In this context, the word "beat" means to defeat or to do better than (dictionary.cambridge.org). This sentence means that Trump wants to show the people about his capability in business that has defeating China all the time. In contrast with his previous sentence that he has stated "China has beating up US economically". In this case, Trump wants to show the people that in this world is only him who can defeated China, and even United States as a super power country is unable to do that. He is judging his positive capacity of doing something.

"I know the smartest negotiators in the world."

The word "know" in this context means to be familiar with or have experience and understanding of (dictionary.cambridge.org). This sentence means that Trump wants to show the people about his capability of knowing everything. In contrast with his previous sentence that he stated "he's a bad negotiator", refers

to the leader of the United States. In this case, Trump wants to show the people that in this world is only him who knows everything, and even United States as a super power country and also his leader is unable to do that. He is judging his positive capacity of doing something.

"I **know** the good ones."

The word "know" in this context means to be familiar with or have experience and understanding of (dictionary.cambridge.org). This sentence means that Trump wants to show the people about his capability of knowing everything. In contrast with his previous sentence that he stated "he's a bad negotiator", refers to the leader of the United States. In this case, Trump wants to show the people that in this world is only him who knows everything, and even United States as a super power country and also his leader is unable to do that. He is judging his positive capacity of doing something.

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"I **don't need anybody's money**."

In this sentence, Trump wants to show his capability of making money easily so that he don't even need anybody's money because he is very capable, especially in business case. He is judging his positive capacity of doing something.

"I'm the one that **made** all of the **right predictions** about Iraq."

In this sentence, Trump wants to show his capability of making the right predictions. By saying this, he is implicitly wants to be seen as the most righteous person. He is judging his positive capacity of doing something.

"I've **done an amazing job."**

The word "amazing" means very good (dictionary.cambridge.org). This sentence means that, Trump wants to show the people about his capability of having done a very good job. He is judging his positive capacity of doing something.

"I think I am **a nice person."**

In this sentence, Trump wants to show his positive propriety. By saying this, he means that he is the ethical person in his opinion about himself. He is judging positive propriety of his behavior.

"Everything that is broken today **can** be fixed."

From the word "can" we know that Trump is still talking about his good capability of doing something. The word "Can" means to be able to (dictionary.cambridge.org). In this sentence, Trump wants to show his capability

of fixing every broken things. He is judging his positive capacity of doing something.

"It is a **bold, ambitious, forward looking** plan."

In this sentence, Trump wants to show his positive tenacity. By saying this, he means that he is the dependable person that having a strong wish to be successful, powerful or rich (ambitious) dictionary.cambridge.org. He is judging his positive tenacity of his action.

"I **will** be the greatest jobs president that God ever created"

In this context, the word "will" means to talk about what someone or something is able or willing to do (dictionary.cambridge.org). By saying this, Trump is still talking about his positive capacity of doing something. In this sentence, he wants to show the Americans that it is his capability to be the greatest president of United States and there will be no other people that is more capable than him.

The analysis above, shows that Trump is over confident kind of person. Sometimes it is good to be confident, but it is going to be worse if it is too much. In these two Donald Trump presidential speeches he shares lot of words of confidence, even narcissistic words to assess his own life.

From dictionary.cambridge.org narcissistic means someone that has too much admiration for himself or herself. From the data that the writer has found, many of Trump words indicate his admiration toward himself. In the field of psychology, narcissistic is a kind of personality disorder. Someone like this wants

other to be envious, but often he is a jealous one. He is also competitive and threatened by other's achievements (http://www.webmd.com/mental-health/narcissistic-personality-disorder).

4.3.2 Affect

The second dominant type after attitude system of judgement is affect. Bellow, the writer will tries to explain some of the data found that indicating the attitude system of affect.

The most dominant types of affect revealed on these two texts is the negative value of unhappiness type (15) and the next is positive value of happiness type (12). The whole result of judgement are shown in the following table:

Table 4.3.2

Types of Affect	Positive	Negative	Interpretation
Un/happiness	12	15	Most of the data shows his feeling of unhappiness (US misery's under previous government and his antipathy toward several countries he mentioned in his speech and also to his opponent.)
Dis/inclination	10	-	All of the data shows his desire.
Dis/satisfaction	8	-	All of the data shows his pleasure and satisfaction of his own life.
In/security	1	-	The data shows his believe to his own words
Total: 46			

The negative value of affect system

"My economic plan **rejects** the cynicism that says our labor force will keep declining."

The word "reject" indicates the feeling of unhappiness from Donald Trump and his economic plan. By saying that, they show their feeling of antipathy toward the cynicism people that say their labor force will keep declining. According to dictionary.cambridge.org, antipathy means a feeling of strong dislike, opposition, or anger.

"I am going to instruct the U.S. Trade Representative to bring trade cases **against** China."

The word "against" indicates the feeling of unhappiness of Donald Trump. In this context, against means disagreeing with a plan or activity (dictionary.cambridge.org). By saying that, Trump shows his feeling of antipathy toward China.

"I still **hate** to see what's happening."

The word "hate" means to dislike someone or something very much (dictionary.cambridge.org). In this context, Trump explicitly shows his feeling of antipathy toward the condition of US due to particular government by saying "I still hate to see what's happening".

"Believe me, we are in a **trouble.**"

The word "trouble" in this context means problems or difficulties caused by something failing to operate as it should (dictionary.cambridge.org). By saying that, Trump shows his feeling of misery (misery; great unhappiness [dictionary.cambridge.org]) to the condition of US at that time.

"They're building up their military to a point that is very **scary**."

The word "scary" means frightening; causing fear (en.oxforddictionaries.com). By saying that, Trump shows his feeling of misery (misery; great unhappiness [dictionary.cambridge.org]) to the China military that getting stronger day by day while he thought that US military is getting weaker. It seems like a misery for him, knowing that another country is building up their power and he implicitly afraid that someday the US position as a super power country will be replaced by another countries.

The positive value of affect system:

"I **want** to have the strongest military."

The word "want" indicates the positive affect system of inclination. It means that he shares his feeling of desire. By saying that, Trump shows his strong feeling for wanting something, in this case the strongest military. In these two Trump's presidential campaign speeches, he often shares his strong desire. Most of it are to make America great again.

"I **love** my father."

The word "love" indicates the positive affect system of affection. It means that he shares his feeling of affection about his father. In these two Trump's presidential campaign speeches, he often shares his feeling of affection toward his family.

"I'm **proud** of my net worth."

The word "proud" means feeling pleasure and satisfaction because you or people connected with you have done or got something good

(dicdionary.cambridge.org). This sentence means that Trump is feeling satisfied with the life he had especially his net worth.

> "I'm **proud** of my family."

The word "proud" means feeling pleasure and satisfaction because you or people connected with you have done or got something good (dicdionary.cambridge.org). This sentence means that Trump is satisfied with the life he had especially his family.

Most attitude system of affect found in these two Donald Trump's presidential campaign speeches are the negative value. There are 15 appraising items indicating the unhappiness type of affect. It means that Trump is more often show his negative feeling such as dislike, hate, and antipathy to the other person or thing. He is also describing something or someone as a misery for him and the country.

On the other hand, there are 12 appraising item indicating the happiness types of affect. It means that Trump shows his feeling of affection to the other especially his family, his strong desire especially to make America great again, and his satisfaction of his life pleasure.

1.3.3   Appreciation

In these two Trump's presidential campaign speeches, he often share his appreciation to the quality especially the quality of his family, his country, the America's people and sometime he also appreciate another companies that he states in the following sentence:

"I have a **wonderful** family."

"They are a **great** family." And

"Melania, Barron, Kai, Donnie, Don, Vanessa, Tiffany, Evanka did a **great** job."

Those sentences indicate the character of Trump as a person who always appreciate something that related to his success. The point is anything that is concerned with the good in his whole life will always be important for him.

Another sentences that strengthen this analysis are his appreciation toward his beloved country and its people who play the important role in his own life. It is also shown Trump's character as a patriotic person because his strong feeling of loving his own countries.

Trump's positive appreciation shown in the following sentences:

"To be in a **wonderful** city, New York.", "I've met the **most amazing** people" and "Every day, I've seen the **goodness** and character of our country"

He sometimes also appreciating another companies, shown in the following sentence:

"Ford **good** company."

In this sentence, Trump is appreciating the good quality of Ford by saying "Ford good company". In his two speech texts, he rarely appreciates others especially others who have nothing to do with his success. There are only a few sentences that indicate his appreciation toward the others, one of them is this sentence.

4.4 Discussion on the Engagement System

Donald Trump used monogloss type of engagement dominantly in this two presidential campaign speeches as shown in the following table:

Monogloss	Heterogloss		Interpretation
	Contract	Expand	
328	6	-	Most of the data are monogloss types of engagement. It indicates that most of Trump's words in these two presidential campaign speeches are coming from his own perspective (bare declaration)
Total : 334			

Most of them are monogloss types of engagement because the data sourced is from the author or speaker's own perspective without any other references. Monogloss is also called as "bare declaration" (Martin and White, 2005).

There are also some heterogloss types of engagement found in the text, such as:

"My opponent **described** tens of millions of American citizens as deplorable and irredeemable"

"The hardworking people **she calls** deplorable"

The words "described" and "calls" are indicates the heterogloss system which means that Trump is quoted another people perspective. In this case, Trump is always shows his counter opinion between his own perspective and another

person perspective. It indicates the character of Trump as a self-absorbed and self-centered kind of person.

According to Sunitha & Godwa (2016), the characteristics of self-absorbed people are someone who always view the world through their own perspective and they don't need another opinion and always focusing their own. They do not want to consider other's people opinions. They are swallowed by their own point or view, desires, self-image, and preferences.

4.5 Discussion on the Graduation System

Donald Trump used force type of graduation dominantly in this two presidential campaign speeches as shown in the following table:

GRADUATION		Interpretation
Force	Focus	
145	3	Most of the data are force type of graduation. It dominantly shows Trump's grading the attitude quality of something or someone.

Most of the data are graduation of attitude that enables speakers in this case Donald Trump to convey greater or lesser degrees of positivity or negativity. In his two presidential campaign speeches, most of Trump's words is grading greater degree of negativity especially when he judges someone or something. It is always done with greater degree of negative word. It indicates Trump's character as a judgemental person.

There are the examples of force graduation system found in the text:

"When Mexico sends its people, they are not sending their *best."*
"They're sending people that have *lots of* problems."

The words "best" and "lots of" amplify the quality of Trump's negative judgement toward Mexico.

The word "best" is the higher tone which shows that the word has strengthen the force of Trump's negative judgement of propriety to the Mexico people. The word "lots of" is the higher tone to strengthen the force of problems. The most powerful tone.

CHAPTER 5

CONCLUSION

This chapter consist of the conclusion of this study regarding to how does Donald Trump presidential campaign speeches represent his character, and the recommendation which is related to the study.

5.1 Conclusion

This study aims to find out the character of Donald Trump that reflected on his speeches during the United States presidential campaign. This study analyses two Donald Trump presidential campaign speeches which the title are *Our Country Need a Truly Great Leader* on June 16, and *American Economic Revival* on September 15, 2016. The writer uses the theory of Appraisal by Martin and White 2005 to analyse the data.

The result found that the most dominant types of attitude revealed is the negative judgement from Donald Trump toward the other people or things and the positive judgement toward himself. This system of attitude shows how the acts, behaviours, and characters of someone is being appraised (Martin and White, 2005: 52). The second dominant types of attitude revealed is the positive affect from Donald Trump, and the least dominant is positive appreciation.

In these two presidential campaign speech text, Donald Trump used monogloss type of engagement dominantly. This engagement system means that the data sourced is from the author or speaker's own perspective without any

other references. Monogloss is also called as "bare declaration" (Martin and White, 2005). It indicates the character of Trump as a self-absorbed and self-centered kind of person.

Donald Trump used force type of graduation dominantly in this two presidential campaign speech text. Most of Trump's words is grading greater degree of negativity especially when he judges someone or something. It is always done with greater degree of negative word. It indicates Trump's character as a judgemental person.

The whole result is Trump shown as a judgemental, narcissistic, arrogant, self-centred, self-absorbed, racist, over confident, and ambitious presidential candidate in his two presidential campaign speech text.

5.2 Recommendation

Appraisal is a very useful and helpful theory to analyze language used in the text. By using this theory, we can analyze the attitude of someone in the text, the writer/speakers's perspective about something, and the intensification word in the text whether it is higher or lower.

The writer recommends the other writer to make another research and exploring more about the application of Appraisal Theory by Martin and White found in the text. The writer also suggests to create the analysis about the same topic by using another theory to know the characters of someone or thing. The theory that they might able to use is semiotic, or SFL.