ABSTRACT

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The number of terror spread by Islamic radicals makes Americans fearful of the existence of Islam in America. Donald Trump uses this issue as his advantage by promising to make America safe from Islamic terrors in his campaign. This has been widely published through political cartoons. Based on the background, this study aims to find out how Islam is portrayed in political cartoons; focuses on four political cartoons belonging to Rob Rogers ranging from December 11, 2015 to January 31, 2017. This study uses a descriptive analytical interpretative method. Social Semiotics theory of Gunther Kress and Theo van Leeuwen is applied to analyze the visual text. Systemic Functional Linguistic by Halliday is also used to analyze the description of the written text. The result of the study shows that Islam is portrayed as a Trump's commodity to trigger his popularity in the 2017 presidential election. The cartoons portrays Islam as a powerless object compared to Trump as he is more powerful than Islamic figure. The domination of action process in the visual text and material process in the written text become the reflection of Islam as an object of Trump's preventive actions to anticipate Islamic terrors in America.

Keywords: Islam, political cartoon, systemic functional linguistic, social semiotic, Trump, Rogers.