

## CHAPTER IV

### FINDING AND DISCUSSION

Results of the study presented in this chapter means to answer question of the study about types of illocutionary act, positive-negative politeness strategy and also to answer last question of the study about what does Donald Trump trying to convey through his speech.

#### 4.1. Data Description

The data of this study is first speech of Donald Trump about presidential campaign announcement at New York on Tuesday, June 16 of 2015. The duration of speech around 45 minutes. The data is analyzed based on the given theories in chapter II.

The data that the writer analyzes are only utterances showing type of illocutionary act and positive-negative politeness strategy. Thus, prior to the analysis, the writer firstly eliminated the utterances of the audience. The utterances consist of single words, phrases, clauses, simple sentences and complex sentences.

The data are categorized into five type of illocutionary act based on Searle theory, and also categorized into positive-negative politeness strategy based on Brown and Levinson theory. Next, those data are counted the percentage and frequency of each category from illocutionary act and positive-negative politeness

strategy. On the final stage, those data are analyzed by describing what does Donald Trump trying to convey through his speech.

#### 4.2. Finding

After completing the stages that related to the data collection procedure, the writer found 264 utterances of Donald Trump speech which show type of illocutionary act such as representative, declarative, directive, commissive, and expressive, this category applied Searle theory (1976). Representative act become the most dominant type of illocutionary act which Donald Trump used in his speech with 123 utterances, followed by Directive act with 58 utterances on each of them. The third position followed by Expressive act with 44 utterances. Then, Commissive act has 35 utterances and Declaration act as the lowest number of illocutionary act, only has 4 utterances. The finding of the speech about illocutionary act type in Donald Trump speech is summarized in the table below.

No	Illocutionary Act Type	Frequency	Percentage (%)
1.	Representative	123	46,5
2.	Declarative	4	1,5
3.	Commissive	35	13,2
4.	Expressive	44	16,6
5.	Directive	58	21,9
Total		264	100%

Table 4.1. Categorization of Illocutionary Act Type in Donald Trump Speech

A clearer distribution of the findings of illocutionary act type also can be seen in the chart with different colours that represented different kinds of illocutionary act.

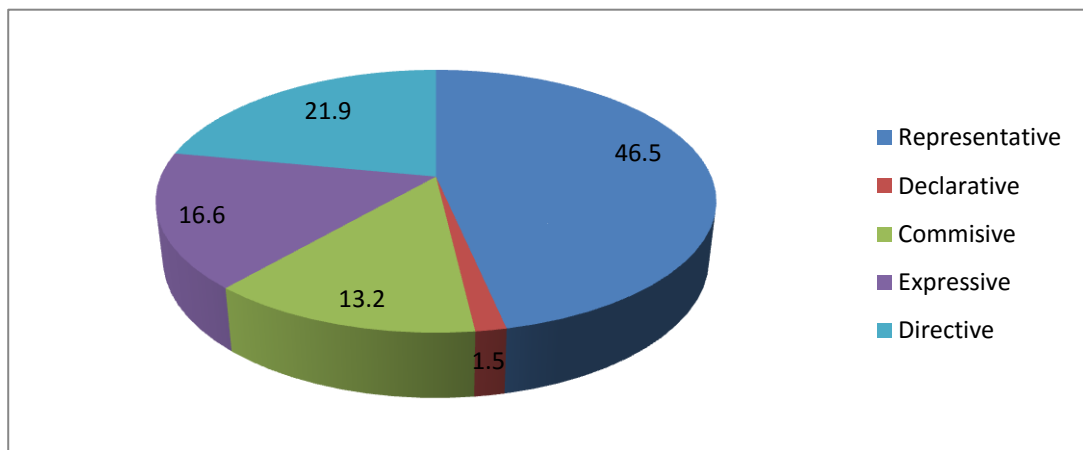


Diagram 4.2. Illocutionary Act Type of Donald Trump Speech

It shows the highest number of illocutionary act types that found and used in Donald Trump speech is Representative act with 123 utterances (46,5%). This finding means that Donald Trump tend to stating, describing, affirming, boasting, asserting, claiming, concluding, and making statement of fact to convince the audiences that he is the representative of United States. For example “*we are going to make our country great again*”. He also collects data to strengthen his statement as a Representative of United States such as “*Our country is in serious trouble. We don’t have victories anymore. We used to have victories, but we don’t have them. When was the last time anybody saw us beating, let’s say, China in a trade deal? They kill us. I beat China all the time. All the times.*” This statement means that he reported that United States do not have victories anymore.

The second highest number of illocutionary act type is Directive act with 58 utterances (21,9%). This means that he also commanding, ordering, requesting, warning, suggesting, inviting, and etc. For example *“We need somebody that can take the brand of the United States and make it great again.”* This statement means he suggesting the audience to choose the right President who will make America great again.

The third position of illocutionary act type chart is Expressive act with 44 utterances (16,6%). This expression means thanking, apologizing, welcoming, condoling, pleasuring, like, dislike, joying, etc. For example *“Sadly, the American dream is dead.”* This statement means he distressing about the condition of America now and he can not believe that American dream is dead.

Next, the forth position of illocutionary act type is Commissive act with 35 utterances (13,2%). This means that he promising, vowing, planning, threatening, offering, etc. For example, *“So, just to sum up, I would do various things very quickly. I would repeal and replace the big lie, Obamacare”*, which means he promising the audiences that he will do various things very quickly and remove Obamacare because he believe that Obamacare harmed the United States. The lowest number of illocutionary act type is Declarative act with 4 utterances (1,5%). It means that he only stating a declaration of an action like *“I am officially running for president of the United States”*.

In the other category, based on the analysis, it is found 100 utterances use of politeness strategy in Donald Trump speech. The results of the analysis are presented in the table below:

No	Types Politeness Strategy	Frequency	Percentage (%)
1.	Positive Politeness	92	76,6%
2.	Negative Politeness	28	22,4%

Table 4.3. Positive and Negative Politeness Strategy in Donald Trump Speech

According to the table above, this analysis found 120 usages of positive-negative politeness strategies in Donald Trump presidential campaign speech. It is concluded this study limited on positive and negative politeness strategies proposed by Brown and Levinson (1987) are applied in Donald Trump speech. There are 92 positive politeness (76,6%), and 28 negative politeness (22,4%). positive-negative politeness strategy also can be seen in the chart with different colours that represented different kinds of positive or negative politeness strategy.

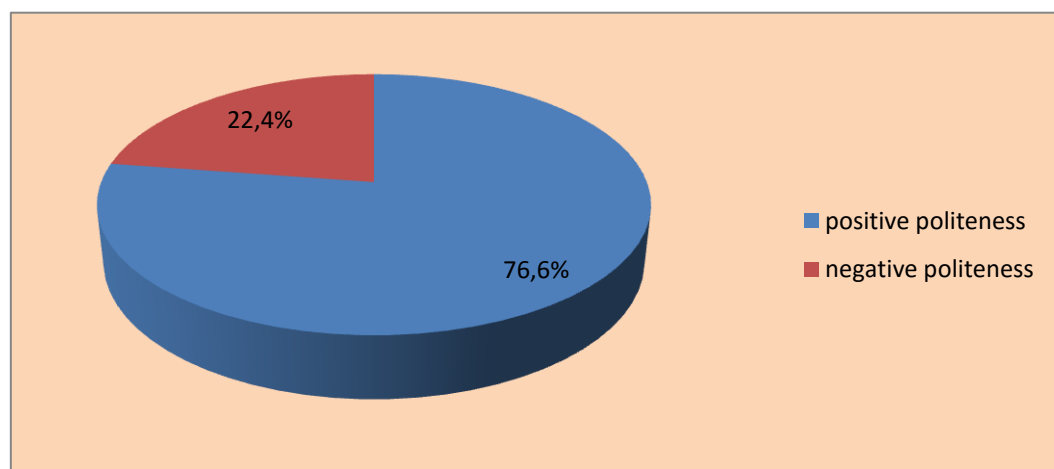


Diagram 4.4. Positive and Negative Politeness Strategy in Donald Trump Speech

Brown and Levinson (1987, p. 101) lists 15 positive politeness strategies and 10 negative politeness strategies. There are 76,6% *positive politeness strategy* and 22,4% *negative politeness strategy*. A clearer percentage can be seen in the table below.

<b>S</b>	<b>Positive Politeness</b>	<b>(%)</b>	<b>S</b>	<b>Negative Politeness</b>	<b>(%)</b>
(1)	Notice	2,5	(16)	Be conventionally indirect	0
(2)	Exaggerate	7,5	(17)	Question, Hedge	17,5
(3)	Intensity interest to hearer	3,3	(18)	Be pessimistic	5
(4)	Use in-group identity markers	0,8	(19)	Apologize	0
(5)	Seek agreement	0,8	(20)	Impersonalize speaker and hearer: Avoid the pronouns 'I' and 'you'	0
(6)	Avoid Disagreement	0,8	(21)	State the FTA as some general social rule, regulation or obligation	0
(7)	Presuppose/Assert common ground	0,8	(22)	Nominalize	0
(8)	Joke	0,8	(23)	Go on record as incurring a debt, or as not indebting hearer	0
(9)	Assert knowledge of hearer's want	0	(24)	Minimize the imposition	0
(10)	Offer, promises	16,6	(25)	Give Deference	0
(11)	Be optimistic	40	Note : S for Strategy and (%) for percentage		
(12)	Give (or ask for) reason	3,3			
(13)	Assume/assert reciprocity	0			
(14)	Include speaker and hearer in the activity	0			
(15)	Give hints to the hearer (goods, sympathy, etc	0			

Table 4.5 Percentage of positive and negative politeness strategy

In positive politeness strategy, strategy (11) be optimistic is the most dominant ones with total 48 utterances of 92 utterances. In negative politeness strategy, strategy (17) Question and Hedge is the most dominant ones with total 21 of 28 utterances. A clearer distribution of the findings of positive and negative politeness strategy also can be seen in the chart below:

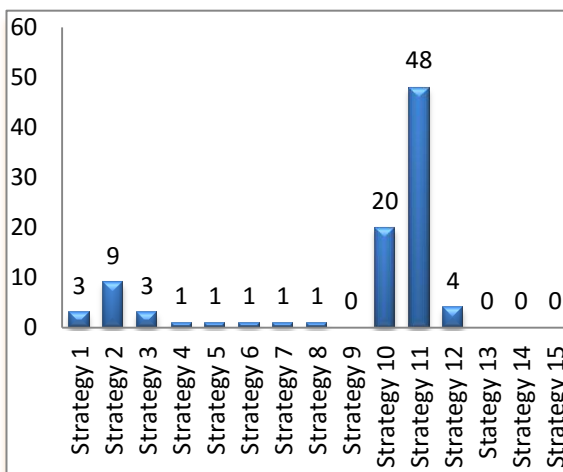


Chart 4.5. Positive Politeness Strategy of

Donald Trump Speech

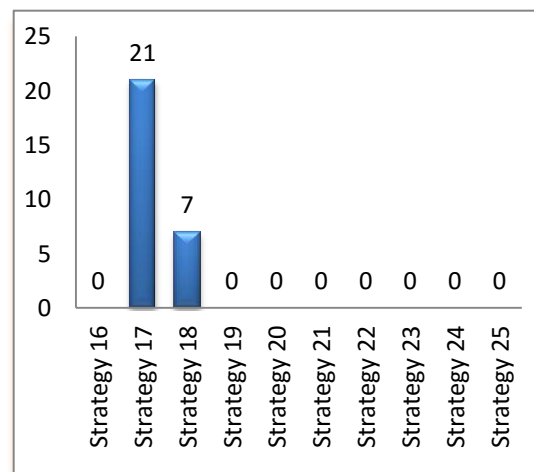


Chart 4.6. Negative Politeness Strategy of

Donald Trump Speech

### 4.3. Discussion

#### 4.3.1 Discussion on Types of Illocutionary Act

Illocutionary act is sub-type of speech act. Illocutionary act is kind of speech act that concern with the speaker purposes or intentions that performed in his/her utterances. According to Yule (1996, p.48), illocutionary act refer to the type of actions that speaker want to achieve when producing the utterances. There

are 264 utterances in Donald Trump's speech that show illocutionary act in the sub-type of Representative (123 utterances), Commissive (35 utterances), Directive (58 utterances), Expressive (44 utterances), and the last is Declarative (4 utterances).

**a). Representative**

Representatives cited in Yule (1996, p. 53) tells about the truthfulness of the utterance. In other words, it presents external reality by making their utterance or words fit with the worlds as they believe it to be. Searle used the term "assertive" in stating this category. This type performs action such as: stating, asserting, informing, describing, prohibiting, claiming, etc. This excerpt below is the analysis of representatives act, just includes in asserting, informing, stating and claiming:

**Excerpt 1:** *"I am officially running for president of the United States."* (Line 160)

This utterance lists in line 160 stated by Trump includes in representative act that are kind of informing because this utterance gives information to the audience that he will running for president election of United States of 2016.

**Excerpt 2:** *"Islamic terrorism is eating up large portions of the Middle East. They've become rich."* (Line 33)

The act of informing is listed in lines 33, this utterance includes in informing because Trump said that he is in competition now with ISIS. This utterance gives information to the audience that he is in competition now because



ISIS has become rich and eats up large portion in Middle East. So, it is representative that kind of informing.

**Excerpt 3:** *“But he wasn’t a cheerleader. He’s actually a negative force. He’s been a negative force. He wasn’t a cheerleader; he was the opposite.”* (Line 146-148)

The act of asserting is listed in lines 146-148, this utterance is type of asserting because Trump asserted to the hearer that Obama would be a great cheerleader because he was vibrant and young, but in the fact Obama is not a cheerleader, he is a negative force and he is the opposite for United States. So, this utterance belongs to representative that kind of asserting.

**Excerpt 4:** *“Now, our country needs — our country needs a truly great leader, and we need a truly great leader now. We need a leader that wrote “The Art of the Deal.”* (Line 134-135)

In this utterance which listed in lines 134-135, is type of claiming act. This utterance implied such claiming from speaker to hearer about something. Trump claimed that United States needs a truly great leader who will write “The Art of the Deal”. So, this utterance include in representatives act, especially in claiming.

**Excerpt 5:** *“Our country is in serious trouble. We don’t have victories anymore.”* (Line 10-11)

In this utterance which listed in lines 10-11, is type of representative especially in stating act. This utterance explains that Trump stating that in this

time United States in serious trouble and does not have victories anymore because of Obama Government.

**Excerpt 6:** *“Our enemies are getting stronger and stronger by the day, and we as a country are getting weaker. Even our nuclear arsenal doesn’t work. It came out recently they have equipment that is 30 years old. They don’t know if it worked.”*  
(Line 69-75)

In this utterance which listed in lines 10-11, is type of representative especially in describing act. Trump describe that China and Mexico as America’s enemy getting stronger and United States become weaker. Trump also describe about America Nuclear which doesn’t work.

**Excerpt 7:** *“But he wasn’t a cheerleader.”* (line 146)

In this utterance which listed in lines 10-11, is type of representative especially in stating act. Trump stated that Obama was not a cheerleader for United State and Trump also stated Obama is a negative force and the opposote for American.

**Excerpt 8:** *“You look at these airports, we are like a third world country. And I come in from China and I come in from Qatar and I come in from different places, and they have the most incredible airports in the world. You come to back to this country and you have LAX, disaster. You have all of these disastrous airports.”*  
(Line 509-513)

In this utterance which listed in lines 509-513, is type of representative especially in describing act. This utterance explains that Trump stating that airport in China and Qatar are better than airport in America, Trump state that America is like a third world country and have disastrous airports.

**b). Commisive**

In commissives, speakers commit themselves to a future act which will make the words fit their words (Peccei, 1999:51). They express what speaker intends (Yule, 1996:54). According to me in commissives the utterance is produced to give action in the future. They are promising, threatening, refusing, planning, offering, and etc. This excerpts or utterances below is the analysis of commissives act, just includes of promising, refusing, and planning:

**Excerpt 9:** *“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.”* (Line 171-172)

This utterance in line 171-172 is kind of promising of commissives act. It is promising because Donald Trump promised to United States that he would bring back jobs and money from Japan, China, Mexico and many other places.

**Excerpt 10:** *“I will immediately terminate President Obama’s illegal executive order on immigration, immediately.”* (Line 470-471)

This utterance is kind of promising because Trump said that he could terminate president Obama’s illegal executive order on immigration. So, Trump

promised to hearer that he would execute it immediately. The illocution in this utterance above is promising.

**Excerpt 11:** *“When Mexico sends its people, they’re not sending their best. They’re not sending you. They’re not sending you. They’re sending people that have lots of problems, and they’re bringing those problems with us. They’re bringing drugs. They’re bringing crime. They’re rapists. And some, I assume, are good people. And it’s got to stop and it’s got to stop fast.”* (Line 21-25 and line 32)

Based on utterance above, it includes in refusing act. It is refusing because Mexico brings lot of problem to America such as crime and drugs. Now, Trump refuses Mexico to have cooperation with United States anymore. So, this utterance above is kind of refusing.

**Excerpt 12:** *“I would build a great wall, and nobody builds walls better than me, believe me, and I’ll build them very inexpensively, I will build a great, great wall on our southern border. And I will have Mexico pay for that wall.”* (Line 455-457)

Based on the analysis above in line 455-457 is kind of planning of commissive act. It is because he said to hearer that, he would build a great wall inexpensively on southern border and he planned that Mexico will pay for that wall. The illocution in that utterance is planning.

**Excerpt 13:** *“We have to repeal Obamacare, and it can be — and — and it can be replaced with something much better for everybody.”* (Line 120-122)

Based on the analysis above in line 120-122 is kind of planning of comisive act, because Trump said that he planned to repeal Obamacare and replaced it with something better, and he planned to replace Obamacare with less expensive for people and also governement.

**c). Directives**

Directives are perform some future act which will make the world fit with the speaker's words (Peccei, 1999: 51). In my assumption, the utterance in this category attempts to make the addressee perform an action. Directives perform asking, warning, suggesting, ordering, commanding, requesting and etc. This excerpts or utterances below are the analysis of directives act which includes of asking, warning, and commanding:

**Excerpt 14:** *“When did we beat Japan at anything? They send their cars over by the millions, and what do we do? When was the last time you saw a Chevrolet in Tokyo? It doesn't exist, folks. They beat us all the time.”* (Line 14-16)

The act of asking is listed in lines 14-16. This utterance belongs to asking because Trump asked of *“When did we beat Japan at anything, they send their cars over by the millions, and what do we do? And was the last time you saw a Chevrolet in Tokyo?* So the illocution in those utterances is asking.

**Excerpt 15:** *“They don't have a clue. They can't lead us. They can't. They can't even answer simple questions. It was terrible.”* (Line 345-348)

Those utterances in line 345-348 includes in warning. This includes in warning because Trump warn hearer that Obama Government could not lead America people and make it great again. So, the illocution act in this utterance is warning.

**Excerpt 16:** “*Mark my words.*” (line 458-459)

This utterance belongs to the act of commanding, because he gave command to hearer to mark or believe his words about attention on ISIS. This utterance has meaning to command someone to do something.

**Excerpt 17:** “*Be careful of a bubble because what you’ve seen in the past might be small potatoes compared to what happens. So be very, very careful.*” (Line 524-525)

This utterance in lines 524-525, it is the act that belongs to warning, because Trump warned to hearer is careful of bubble that they see in the past. Warning includes in directive act.

**Excerpt 18:** “*We need a leader that wrote “The Art of the Deal”.*” (Line 134-135)

The utterance in line 134-135 is a kind of requesting, because Trump said to the American that United State needs a great leader now and from the utterance, we can conclude that Trump suggesting to the American not to choose the wrong candidate. Requesting includes in directive act.

**d). Expressive**

Searle make a one category for speech act that focus on primarily on representing the speaker's feeling, it was expressive. They express a psychological state (Yule, 1966, p. 53-54). The expressions such as thanking, apologizing, welcoming, condoling, pleasuring, like, dislike, joying, produce in this category. This excerpts or utterances below are the analysis of expressives act, including thanking, and apologizing:

**Excerpt 19:** *“Thank you. Thank you very much”* (line 528)

This utterance in line 528 included in expressive especially thanking act. It is utterance because Trump said thank you to hearer because they are already hear all what Trump said in his speech. This utterance is an expression of thanking.

**Excerpt 20:** *“So nice, thank you very much. That's really nice. Thank you.”*(Line 2)

This utterance included in expressive especially thanking act because Donald Trump feel joying to see many people who enthusiastic present at Trump Tower and he said “thank you” to all participant who already come to Trump Tower. This is declarative sentence that function is to inform the expression of thanking.

**Excerpt 21:** *“So ladies and gentlemen...”* (Line 159)

This utterance included in expressive act because he welcoming his self to announce that he will run for the president election of US for 2016. This is declarative sentence that function is to inform the expression of welcoming.

**Excerpt 22:** *“I love China”*. (Line 277)

This utterance included in expressive act because he loves China. This is declarative sentence that function is to inform the expression of like. All of the utterances in the speech which included in expressive act have some purposes. It is to express on the Donald Trump’s attitude and emotions towards the responses on his speech.

**Excerpt 23:** *“it’s so nice to say.”* (Line 337)

This utterance included in expressive act because Trump said he *“nice to say”* we can conclude that he feels happy to say that *“I’m running as opposed to I run, if I run. I’m running”*.

**e). Declarative**

Declarations are words and expression of the speaker that change the worlds by his utterance, for example the use of words ‘I bet’, ‘I declare’, and ‘I resign’ (Cutting, 2002: 17). According to Yule (1996: 53) to perform a declaration act appropriately, the speaker has to have a special position in a specific context. Declaration which effect immediate changes in the institutional state of affairs and which tend to rely on elaborate extra linguistic institution (Levinson, 1983, p. 236). The paradigm cases are: excommunicating, declaration war, firing, christening, etc. This excerpts or utterances below is the analysis of commissives act, just includes of declaration and excommunicating:

**Excerpt 24:** *“I’m in competition with them”*. (Line 34)



The act of declaration list in line 34 belongs to declarative. This utterance included into declarative because Donald Trump announce the he will fight to the Islamic terrorism (ISIS).

**Excerpt 25:** *“We have a disaster called the big lie: Obamacare. Obamacare”*.  
(Line 77)

In this utterance which listed in line 77, is type of excommunicating. This utterance implied such excommunicate because Trump said that Obamacare is a disaster to the United States.

**Excerpt 26:** *“So ladies and gentlemen... I am officially running for president of the United States”* (Line 159-160)

The act of declaration list in line 159-160 belongs to declarative. Trump officially declare that he will run for president of United States from Republican 2016.

#### **4.3.2. Discussion on Positive-Negative Politeness Strategy**

According to analysis, this study limited on positive and negative politeness strategies proposed by Brown and Levinson (1987) appear in Donald Trump presidential campaign speech on June, 2015. There are 76,6% *positive politeness strategy* and 22,4% *negative politeness strategy*.

##### **a). Positive Politeness Strategy**

Brown and Levinson define “positive face” as the positive and consistent image people have of themselves, and their desire for approval. Positive face can be used when speaker and listener have a symmetrical relationship in terms of power (friends, siblings, students) and the speaker wishes to phrase his request as a positive appeal. Positive face-threatening acts are a direct challenge to the face of the listener. They contain an indifference to the listener’s self-image and include things such as threats, insults, and belittling the listener.

The positive politeness strategy shows that the hearer has a desire to be respected. It also confirms that the relationship is friendly and expresses group reciprocity. Brown and Levinson (1978, p. 103-129) reveal the positive politeness strategy into 15 strategies. In positive politeness strategy, strategy (11) be optimistic is the most dominant ones with total 48 utterances of 92 utterances. Here are some examples:

**Excerpt 27:** *“I will be the greatest jobs president that God ever created.”* (Line 170)

This type of utterance is a kind of positive politeness strategy by using type of strategy (11) be optimistic. The speaker optimist the he will be the greatest jobs president that God ever created, it means that no one can do a great job except him and he also confident he can do all the jobs perfectly.

**Excerpt 28:** *“It will be done on time, on budget, way below cost, way below what anyone ever thought.”* (Line 490-491)

This type of utterance is a kind of positive politeness strategy by using type of strategy (11) be optimistic. Donald Trump optimistic that he will rebuild the country's infrastructure on time, on budget, below cost. He really confident to say that everything will be done perfectly under his hand.

**Excerpt 29:** *“I will find — within our military, I will find the General Patton or I will find General MacArthur, I will find the right guy. I will find the guy that's going to take that military and make it really work.”* (Line 460-463)

This type of utterance is a kind of positive politeness strategy by using type of strategy (10) offer, promises. Donald Trump promises that will rebuild America's military and strengthen it. He also promise to find the right person who will lead America's military and make American dream comes true.

**Excerpt 30:** *“Believe me, folks.”* (Line 2)

This type of utterance is a kind of positive politeness strategy by using type of strategy (4) Use in-group identity markers. Trump uses address form “folks”, It can be used to show intimacy between the participants.

**Excerpt 31:** *“So we have to rebuild our infrastructure, our bridges, our roadways, our airports.”* (Line 505)

This type of utterance is a kind of positive politeness strategy by using type of strategy (10) offer, promises. Donald Trump promises that will rebuild infrastructure such as bridges, roadways, and also airports.

**Excerpt 32:** *“They have bridges that make the George Washington Bridge look like small potatoes.”* (Line 524)

This type of utterance is a kind of positive politeness strategy by using type of strategy (8) Joke. Joke is a basic positive-politeness technique used to minimize the FTA. Trump comparing “George Washington bridge” with “small potatoes”.

**Excerpt 33:** *“You know, we’re building on Pennsylvania Avenue, the Old Post Office, we’re converting it into one of the world’s great hotels.”* (Line 493)

This type of utterance is a kind of positive politeness strategy by using type of strategy (11) be optimistic. Donald Trump optimistic that he will convert building on Pennsylvania Avenue into one of the world’s great hotels.

#### **b). Negative Politeness Strategy**

According to Brown and Levinson (1978, p. 128), negative politeness used when speaker wants to show if he/she cares and respect to hearer’s negative face. The speaker trusts if he/she does not bother hearer’s freedom of action by not showing off, being formal and restraining him. If speaker did or will do an FTA, he/she will minimize the threat by using apology, deference, hedges and the other strategies.

Negative politeness is characterized by self-effacement, formality restraint, with attention to very restricted aspects of hearer’s self image, centering in his/her want to be unimpeded FTA’s are redressed with apologies for

interfering or transgressing, with linguistics defence, with hedges on the illocutionary face of act, with impersonalizing mechanism (such as passive) that distance speaker and hearer from the act, and with other softening mechanism (Brown and Levinson, 1987, p. 70).

Brown and Levinson stated 10 sub-strategies of this type of politeness, but only 2 of them appeared in Donald Trump speech. They are strategy (17) Question and Hedge and Strategy (18) be optimistic. The writer found out 120 utterances, 28 of them applied this strategy. Strategy (17) Question and Hedge is the most dominant ones with total 21 of 28 utterances. Here are some examples of them:

**Excerpt 34:** *“How are they going to beat ISIS?”* (Line 9)

The utterance using type of strategy (17) Question and Hedge. In this case, speaker may be imposing and intruding on hearer’s space. Speaker attempts to minimize the imposition on hearer or acknowledge hearer’s negative face. Negative politeness strategy is also called as respect politeness. In this case Donald Trump uses negative politeness strategy to ask hearer about how Obama government going to beat ISIS. By using negative politeness strategy, Donald Trump hesitate Obama to beat ISIS and convince the hearer to not worry if Trump be a president US.

**Excerpt 35:** *“How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they?”* (Line 177)

Donald Trump uses negative politeness strategy (17) Question and Hedge to ask Obama about what Obama already done to US because China, Mexico, Japan beat United State economically. And he wants to convince the hearer to blame Obama's government for this entire situation.

**Excerpt 36:** *“Sadly, the American dream is dead”* (Line 527)

The utterance using type of strategy (18) be pessimistic. In this utterance, Donald Trump be pessimist where American dream will be dead if he did not get elected in Presidential election of 2016. In this case Donald Trump uses negative politeness strategy to warn American to choose the right people if they want to get America become great again.

**Excerpt 37:** *“It makes it impossible for our companies to compete, impossible* (Line 100)

This utterance can be categorized into negative politeness strategy. In this case, the utterance using type of strategy (18) be pessimistic. In this utterance, there is a word “impossible” that indicate Trump was pessimist to compete with China because China slowly killing America economically.

**Excerpt 38:** *“And it's impossible for our people here to compete.”* (Line 204)

This utterance can be categorized into negative politeness strategy. In this case, the utterance using type of strategy (18) be pessimistic. In this utterance, there is a word “impossible” that indicate Trump was pessimist to compete with Russia and all America's problem.

### 4.3.3. Discussion on Conveying Message

In Donald Trump speech at Trump Tower on June 16, 2015, there are five types illocutionary act based on Searle theory of speech act, which are representative, declarative, directive, commissive, and expressive. Representative becomes the most dominant sub-type of illocutionary act in Donald Trump campaign speech. This act become the most dominant sub-type because Donald Trump spoke many forms of representative act such as assertion, claim, description, report, making statement of fact, etc.

Donald Trump also uses politeness strategy in his speech. The most dominant sub-type of politeness strategy is positive politeness strategy than negative politeness strategy. Positive politeness strategy become the most dominant sub-type of politeness strategy because Donald Trump always optimist and confident in his purpose and he shows of friendliness, approving, or including the interlocutor as a friend or as a member of an in-group.

From the analysis of first and second questions, the writer can explain what does Donald Trump trying to convey through his speech. Donald Trump as a candidate for President of United State, want to achieve his purpose by influencing many people to support him in presidential election of United State in 2016 and fighting to “make America Great Again” same as his slogan. He used five types of illocutionary act in his speech to convince many people and persuade them to vote for him in the election later. He also gives the facts which related to Obama’s government which made America getting worse.

Donald Trump also uses positive politeness strategy in his speech to try to expressing friendliness and solid interest in the hearer's need to be respected, and Donald Trump wants to come closer to the hearer by giving the fact about Obama's government which getting worse. By mostly used strategy (11) be optimistic, Donald Trump try to convince the hearer to entrust United State in his hand, and through his utterances which using most strategy (11) be optimistic, we can see that Trump is over confident, only his self who can make "America great again", no other candidate can. Trump is really optimists that Only Trump and no other candidate can rebuild America on time, on budget and below cost.

Based on the findings above it can be said that politeness strategy operates in the use of language in real life, including the use of illocutionary act. This example below describes that politeness strategy and illocutionary act have relevance in drawing conclusion.

**Excerpt 39:** *"Wow. Whoa. That is some group of people. Thousands"* (line 1)

This utterance included in expressive act and strategy 2 (exaggerates). In this utterance, Trump feel enthusiastic to see many people who come to Trump tower to hear his speech and support him for the election and he also interest to give the speech because he sees that many people attend to hear his speech at Trump Tower.

**Excerpt 40:** *"Our country is in serious trouble. We don't have victories anymore. We used to have victories, but we don't have them."* (Line 10-11)



This utterance included in representative act and strategy 18 (Be optimistic). In this utterance, Trump informing that United State in serious trouble and they do not have victories anymore. He also optimist that American can not reach the victory if they cooperate in the same presidential (Obama Government).

**Excerpt 41:** *“So ladies and gentlemen, I am officially running for president of the United States and we are going to make our country great again.”* (Line 159-160)

This utterance included in declarative act and strategy 11 (Be optimist). This utterance included into declarative because Donald Trump announce the he will run for president election of the United States and he really optimist to make America become great again if they selected in the presidential election of 2016.

**Excerpt 42:** *“I will be the greatest jobs president that God ever created”* (Line 170)

This utterance included into commissive and Strategy 11 (Be optimist). This utterance included into commissive and be optimist because Trump promise that he will be a greatest job ever in America and he really optimist of it.

**Excerpt 43:** *“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.”* (Line 528-525)

This utterance included into commissive and Strategy 10 (Offer, Promises). Trump uses commissive because he want to give action in the future such as

promising that he will make America bigger and stronger than ever before and commissive act same with strategy 10 which means giving promises.

From those examples above, we can see that combination of illocutionary act type and politeness strategy enables us to explore the language use of political leaders and we can find the message through analyzing his utterances into speech act and politeness strategy. We know that Trump never have political background, but Trump can be a popular candidate of President United State and he able to convince the hearer because he uses most of Representative act such as stating, asserting, informing, describing, prohibiting claiming and applied most of positive politeness strategy in his campaign speech.