

An Analyse Of The Language Functions Of Donald Trump's Victory And Farewell Speeches On Youtube

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis fungsi bahasa yang disapa oleh Donald Trump untuk mengetahui fungsi bahasa yang digunakan dan jenis-jenis fungsi bahasa yang paling banyak ditemukan dalam Pidato Kemenangan dan Perpisahan Donald Trump. Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian ini berupa transkrip pidato Victory and Farewell Donald Trump dengan menggunakan software (YouTube). Hasil penelitian ini menunjukkan bahwa ada enam fungsi bahasa menurut Roman Jakobson, yaitu Fungsi Referensial, Fungsi Metalingual, Fungsi Fatik, Fungsi Puisi, Fungsi Emosi, dan Fungsi Konatif. Setelah melakukan penelitian ini, penulis menemukan 6 fungsi bahasa dari pidato Kemenangan Donald Trump dan 6 fungsi bahasa dari Pidato Perpisahan Donald Trump di YouTube. dari 6 fungsi bahasa jenis yang paling dominan atau paling dominan dari Victory Speech adalah Fungsi Konatif 40%, fungsi bahasa kedua yang sering muncul adalah Fungsi Emotif sebanyak 38%, ketiga Fungsi Referensial sebanyak 14%, keempat adalah Fungsi Puitis sebanyak 8%, kelima adalah Fungsi Fatis sebanyak 4%, dan keenam Fungsi Metalingual sebanyak 2%. Dan Pidato Perpisahan yang paling dominan adalah Fungsi Emotive 46%, fungsi bahasa kedua Fungsi Konatif sebanyak 26%, ketiga Fungsi Referensial sebanyak 14%, keempat Fungsi Poetic sebanyak 6 % seperlima adalah Fungsi Metalingual 4%, dan Fungsi Fatik keenam sebanyak 4%. Sehingga dalam Pidato Kemenangannya Donald Trump lebih banyak menggunakan Conative Function untuk mengajak masyarakat Amerika untuk bekerjasama dengannya, sedangkan dalam Farewell Speech Donald Trump lebih banyak menggunakan Emotive Function untuk menyampaikan informasi tentang kerja kerasnya selama menjabat sebagai presiden Amerika.

Kata kunci: *Fungsi Bahasa, Pidato, Donald Trump, Youtube*

Abstrack

The purpose of this study is to analyse the language functions addressed by Donald Trump to determine the language function used and the types of language functions that are mostly found in Donald Trump's Victory and Farewell Speeches. This study used a qualitative descriptive method. The data of this research is a transcript of Donald Trump's Victory and Farewell speeches by using the software (YouTube). The result of this study shows that there are six language functions according to Roman Jakobson, Namely Referential Function, Metalingual Function, Phatic Function, Poetic Function, Emotive Function, and Conative Function. After doing this research, the writer found 6 language functions of Donald Trump's Victory speech and 6 language functions of Donald Trump's Farewell Speech on YouTube. of the 6 language functions most dominant type or the most dominant of Victory Speech is the Conative Function 40%, the second language function that often appears is

the Emotive Function as much 38%, third is the Referential Function as much as 14%, fourth is the Poetic Function as much as 8%, the fifth is the Phatic Function as much as 4%, and the sixth Metalingual Function as much as 2%. And the most dominant of Farewell Speech is the Emotive Function 46%, the second language function is the Conative Function as much as 26%, the third is the Referential Function as much as 14%, the fourth is the Poetic Function as much as 6% a fifth is the Metalingual Function 4%, and the sixth Phatic Function as much 4%. So that in his Victory Speech Donald Trump mostly used Conative Function to invite the American people to cooperate with him, while in his Farewell Speech Donald Trump mostly used Emotive Function to convey information about his hard work during his tenure as president of American.

Keywords: *The Function of Language, Speeches, Donald Trump's, Youtube*

INTRODUCTION

Language is a human communication system using signs such as words and movements and sounds. Meanwhile, in the Systemic Functional Linguistic Perspective (SFLP), language is a form of semiotics. Language has some functions, for example : agreeing, greeting, giving the command, taking leave, describing, and asking for information. This study aims to investigate language functions used by Donald Trump in Victory and Farewell speech on YouTube and to answer what types language functions of Donald Trump use in victory and farewell speeches. Here are 3 functions of language according to experts; The Function of Language Michael Halliday 1973, Roman Jakobson 1980, and Geoffrey Leech 1977. This study focuses on analyzing the function of language using Roman Jakobson because the theory proposed by Roman Jakobson is important to the reference for analyzing and relating to the use of language functions in each of Donald Trump's speeches.

Some scholars had already conducted research on Function of language speech-(Fauzi Usrya Kanaza in (2020) analyzed the types of language functions used in the utterances and the one which was dominantly used in Meghan Markle Speech; Forisman Hulu in (2019) research about interpersonal Function in Martin Luther King Jr's speech using qualitative research design; Hieronimus Canggung Darong (2021) studied focused on the interpersonal function analysis of political speech text, by taking an example of Joe Biden's victory speech. The three previous studies cited show that there is no single analyze of the language functions of Donald Trump speech. This study fills the gap and advances knowledge about the three categories of function of language the function in speech.

A speech was taken from YouTube. Each of his speeches was very challenging and caught the world's attention both on the internet and on television, Donald Trump is the president of the United States (2017) and Donald Trump is an American businessman, politician, and television star. Donald Trump's speech cannot be understood without first understanding the language function of Donald Trump's victory and farewell speech. It is intended that by using Roman Jakobson language function. Sociolinguistics is the study of the relationship between language and society, relating to social, situational and cultural structures. In chaer and Agustina (2014 : 5) explained that in sociolinguistic research, there are seven elements which are the main problems studied in sociolinguistics some of these seven aspects are: The social identity of the speaker, The social identity of the listener involved in the communication process, The social environment in which the communication process takes place, Synchronic and diachronic analysis of social dialects, Different social judgments by speakers of the behavior of speech forms, The degree of variation in linguistic variety, and Practical application of sociolinguistic research.

TYPES OF LANGUAGE FUNCTION

The main function of language is as a tool for interacting, thinking with humans, and channeling trust in society. Here are three functions of language according to experts : The function of language Michael Halliday (1973) identified the seven language functions namely; instrumental function, regulatory function, representational function, interactional function, personal function, heuristic function, and imaginative function. the second function of language Roman Jakobson's (1980) theory has six language functions, namely: referential, metalingual, phatic, poetic, conative, and emotive. and the third is the function of language Geoffrey Leech's (1977) theory has five language functions, namely: information, expressive, directive/directions, aesthetic, and phatic. The three functions of language according to experts can be seen in the following table.

NO	Types Language function	Category Meaning	Example
1	Instrumental	Aims to influence people's behavior where the language triggers an event that occurs or expresses a desire	-Don't open the door - I want by a car to make it easier for me in every way -Attention, let's run!
2	Regulatory	Intended to control or regulate conditions, such as referrals, requests, or orders	-If you are naughty, you don't get pocket money -Can you give money? - I think you are guilty
3	Representational	To convey facts or explain an event that can be proven true	The sun rises in the east -European island is a place that makes us find our dreams
4	Interactional	Aims as a social relationship, and greetings	-How are you today? - Are you okay?
5	Personal	As a medium to describe the state of the speaker's concept, idea, or feeling	-Wow, what a beautiful view in this building -Lake toba is a great place to

			freshen up
6	Heuristic	Is to study the surrounding environment or gain knowledge or want to know	-Why do you work? -What did the tractor do? - why sabam work?
7	Imaginative	Creates new things or fictitious events (not real)	-Last night I meet a dragon -One day i can definetely become a famous poet, like irianto ibrahim

Table 1: Types Language Functions (Halliday,1973)

NO	Types Language function	Category Meaning	Example
1	Referential	Speech that prioritizes the content or topic of conversation	-Rina has just been dumped by her boyfriend for no reason -it's fun to talk about the criteria for presindental candidates
2	Metalingual	Expression or language that is centered on the meaning	-What is brain cancer? -What is h2o?
3	Phatic	The Language used to greet each other	-Where are you goimg? -How are you Rista? - Are you okay?
4	Poetic	The language in the form of message form	-Love is s sweet medicine for the soul, the night sky -Your night sky too, without words carrying the burden

5	Conative	Is speech that is often manifested in the form of an order	-Please don't make noise in this class! -Slow down
6	Emotive	The language used to express human feelings	-Wow this view is very good -Damn Rista got an A!

Table 2 : Types Language Functions (Roman Jakobson, 1980)

No	Types Language function	Category Meaning	Example
1	Information	Used to provide new information	-The car is big, the buss is crowded -The house is beautiful but haunted
2	Expressive	Can be used to express feelings	-I spent a wonderful vacation -Oh my ghosh. She's so cute -Wow, this rainbow cake tastes really good
3	Directives / directions	Influencing the behavior or attitudes of others or orders and requests	-I want a cup of tea -I want a close the door -Help me push the table
4	Aesthetic	This function does not have a specific purpose or means poetic art or expression	-A computer run smoothly like silk -Eating like a bird will harm health
5	Phatic	To maintain social relations or greetings	-Congratulation, you have become a civil servant -Thank you for being on my birthday

Table 3 : Types Language Functions (Geoffrey Leech 1977)

From the description above, it can be concluded that the function of language depends on the subject matter, audience, and method of debate. This analysis focuses on the context and function of the situation, and uses the theory of Roman Jakobson (1980) there are six types of language functions such as emotive, conative, referential, poetic, phatic, and metalingual function.

METHOD

This study was conducted using a descriptive qualitative with a case study to determine the language functions of Donald Trump's victory and farewell speeches on YouTube. This study is done supported by several books and other references from YouTube in the process of carrying out this research to support this topic. The purpose of this study is to describe what types of language function in Donald Trump's victory and farewell speeches on YouTube and what types of language function are the most dominant found of Donald Trump's speeches. The analysis of this research is focused on the types of language functions of Donald Trump's speech . these research data were obtained from a transcription of Donald Trump's victory and farewell speech. Donald Trump's victory speech was held on November 9, 2016, and his farewell on January 19, 2021. These data use the theory of Roman Jakobson namely : referential, metalingual, phatic, poetic, conative, and emotive used in speech.

RESULT AND DISCUSSION

From the analysis that has been done, it shows that Donald Trump's victory and farewell speech has 6 types of language functions namely; referential, metalingual, phatic, poetic, conative, and emotive. The results showed that there were 100 language functions found in the 50 victory speeches and 50 farewell speeches. The occurrences and percentage of each type of language functions process in the victory and farewell speech can be seen in the following table.

NO	Types language functions	Victory Speech		Farewell Speech	
		Scores	Percentage	Scores	Percentage
1	Referential	7	14%	7	14%
2	Metalingual	1	2%	2	4%
3	Phatic	2	4%	2	4%
4	Poetic	4	8%	3	6%
5	Emotive	16	32%	23	46%
6	Conative	20	40%	13	26%
Total		50	100%	50	100%

Table 4 : types of the language function victory and farewell speech Donald Trump

Data analysis in victory speech can be seen in the identification of data

1. referential Function

- "Now it's time for America to bind the wounds of division
- It's time .i pledge to every citizen of our land that i will be president for all Americans,
Explain : Donald Trump uses language function is referential about give a speech about a particular issue

2. Metalingual Function

- "Now it's time for America to bind the wounds of division,

Explanation : Donald Trump uses metalingual that is centered on meaning

3. Phatic Function

- Where is Robert?
- where are they?

Explanation : Donald Trump uses language function phatic to greet each other

4. Poetic Function

- The time I've spent with them during this campaign has been among my greatest honours.
- No dream is too big, no challenge is too great.

Explanation : Donald Trump uses the poetic function is about message form

5. Emotive function

- "Thank you. Thank you very much, everyone
- I congratulated her and her family on a very, very hard-fought campaign.

Explanation : Based on the dialogue above, it's clear that Donald Trump uses language function is expree happy feelings

6. Conative Function

- Hillary has worked very long and very hard over a long period of time, and we owe her a major debt of gratitude for her service to our country.
- I mean that **very sincerely**

Explanation : Based on the dialogue above, it is clear that Donald Trump uses commen language function

Data analysis in farewell speech can be seen in the identification of data :

1. Referential Function

- Four years ago, I came to Washington as the only true outsider ever to win the presidency. I had not spent my career as a politician, but as a builder looking at open skylines and imagining infinite possibilities
- I ran for president because I knew there were towering new summits for America just waiting to be scaled. I knew the potential for our nation was boundless as long as we put America first. So I left behind my former life and stepped into a very difficult arena, but an arena, nevertheless, with all sorts of potential if properly done

Explanation : Based on the dialogue above, it is clear that Donald Trump use language fuction is Donald trump vents in front of many people

2. Metalingual Function

- You are loyal to your country and my administration was always loyal to you.
- we don't insist on absolute conformity or enforce rigid orthodoxies and punitive speech codes.

Explanation : Based on the dialogue abouve, it is clear that Donald Trump use language function is metalingual included code form

3. Phatic Function

- First, let me express my overwhelming gratitude for the love and support of our spectacular First Lady Melania. Let me also share my deepest appreciation to my daughter, Ivanka, my son-in-law Jared, and to Baron, Don, Eric, Tiffany, and Lara. You fill my world with light and with joy.

- I also want to thank Vice President Mike Pence, his wonderful wife, Karen, and the entire Pence family

Explanation : Based on the dialogue above, it is clear that Donald Trump use language function is phatic or greetings

4. Poetic Function

- Together with millions of hardworking Patriots across this land, we built the greatest political movement in the history of our country.
- This, I hope, will be our greatest legacy

Explanation : Based on the dialogue above, it is clear that Donald Trump use language function is poetic included message former advice

5. Emotive Function

- This week we inaugurate a new administration and pray for its success in keeping America safe and prosperous.
- Thank you as well to my chief of staff, Mark Meadows, the dedicated members of the White House staff,
- and the cabinet, and all of the incredible people across our administration who poured out their heart and soul to fight for America.

Explanation : Based on the dialogue above, it is clear that Donald Trump use language function is emotive or happy feeling

6. Conative Function

- As I conclude my term as the 45th President of the United States, I stand before you truly proud of what we have achieved together.
- We extend our best wishes, and we also want them to have luck, a very important word.
- Now more than ever, we must unify around our shared values and rise above the partisan rancor and forge our common destiny.

Explanation : Based on the dialogue above, it is clear that Donald Trump uses language function is conative or command.

The findings of this study suggest that the purpose of the research is to identify the many types that Roman Jakobson's theory uses in Donald Trump's victory and farewell speeches on YouTube, namely : referential, metalingual, phatic, poetic, conative, and emotive. According to research findings, the victory speech data is 50 and farewell speech data is 50. of the 6 language functions most dominant type or the most dominant of Victory Speech is the Conative Function 40%, the second language function that often appears is the Emotive Function as much 38%, third is the Referential Function as much as 14%, fourth is the Poetic Function as much as 8%, the fifth is the Phatic Function as much as 4%, and the sixth Metalingual Function as much as 2%. And the most dominant of Farewell Speech is the Emotive Function 46%, the second language function is the Conative Function as much as 26%, the third is the Referential Function as much as 14%, the fourth is the Poetic Function as much as 6% a fifth is the Metalingual Function 4%, and the sixth Phatic Function as much 4%. Findings show the results of this study could become a new model for analyzing victory speeches and farewell speeches. So in victory Donald Trump's speech mostly used conative function to invite the American people to cooperate with him, while in the farewell speech Donald Trump used emotive function to convey information on his hard work during his tenure as president.

CONCLUSION

After considering the analysis and determining if the analysis function of the language of Donald Trump's victory and farewell speeches on youtube. This study was conducted to identify and analyze the types of language function of Donald Trump in theory Roman Jakobson and to identify the dominant types. The total of types of language functions is data 100, 50 victory speeches, and 50 farewell speeches. of the 6 language functions, most dominant type or the most dominant of Victory Speech is the Conative Function 40%, the second language function that often appears is the Emotive Function as much 38%, the third is the Referential Function as much as 14%, fourth is the Poetic Function as much as 8%, the fifth is the Phatic Function as much as 4%, and the sixth Metalingual Function as much as 2%. And the most dominant of Farewell Speech is the Emotive Function 46%, the second language function is the Conative Function as much as 26%, the third is the Referential Function as much as 14%, the fourth is the Poetic Function as much as 6% a fifth is the Metalingual Function 4%, and the sixth Phatic Function as much 4%. The most dominant in victory speech is conative function that encourages the American people to be able and to do or motivate and provide direction and encouragement to the American people, in farewell speech the dominant of farewell speech is emotive function where Donald Trump expressed his pleasure by handing over power to the new government because Donald Trump is proud of his hardworking during his tenure as president. In other words, it can be concluded that the type of language function used by Donald Trump in his Victory speech is different from the type of language function used by Donald Trump in his farewell speech.

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