## THE STUDENT'S PERCEPTION OF AMERICAN CAMPAIGN SPEECH AT THE PRESIDENT ELECTION IN 2024

Eripuddin<sup>1</sup>,

<sup>1</sup>Universitas Pasir Pengaraian, Indonesia, 🖂 (e-mail) <u>eripuddin85@gmail.com</u>

Pipit Rahayu<sup>2</sup>,

<sup>2</sup>Universitas Pasir Pengaraian, Indonesia, 🖂 (e-mail) darariau2010 @gmail.com

#### ABSTRACT

The speakers' utterance should be interpreted effectively to get the correct information. The purpose of this research was to find out the type of speech act of the US presidential candidate in 2024. This research was descriptive qualitative. The data of this research were primer and seconder data. The instrumentation of this research was the documentation. The data were collected by searching and interpreting the script of speech script. The data were analyzed by using Searle's theory (2012); speech act approach. The result of the research shows that the speaker's messages points to persuade and convince the society to choose them. The speakers try to point the truth of the idea, promote the promises, convince the ideas and represent the act to follow the speakers' attention. Thus, many value and information are declared to the hearers.

Keywords: Speech act, Campaign, Speech, Election

#### INTRODUCTION

Literacy works and linguistics can not be separated from education and social point of view. In this case, the implementation of these gives the inspiration to do real thing in learning process. Even though, all aspect are influence and manipulate by the user. One part of language style is called speech act. According to Faisal (2017), speech acts as the actions performed in saying something. It indicates that a speech act is a kind of language to imply something.

Moreover, the linking of the speaker and hearer give more interpretation about the written and oral text. Because of that, there

Journal of English Education Vol. No. (Issue No) <u>http://journal.upp.ac.id/index.php/JEE</u> P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 is a clear information for every community through speeches. In this case, the utterance should be present in a reliable situation. Moreover, the result of this case appear the conventional act and suitable activity.

A political campaign is one issue that has a close relation to language. Language is one medium to express propaganda to represent the political orientations; it is closely the content of the election campaign. It can be defined as a process of communication that has the purpose of persuading a target audience to adopt attitudes and beliefs chosen by the propagandist (Emike, 2017; Febriana & Fajariah, 2018; Lailiyah, 2015;

Walton, 2007:95). It meant that the attitude is expected to follow the audience culture or value. However, the speaker sometimes persuades the audiences in wrong way.

Furthermore, many research have done by the previous studies. Febriana & Fajariah, (2018) point that the speech of the speaker covers the force to audience. It is claimed the powerful speech always bring and attract the audience's attention to a specific political urgency. Then, Emike, (2017) adds the speaker also inform the integrative appraisal; there are many meaning of the meaning in one utterance. It is providing the influence public opinion.

It is interesting to describe the acts that were performed, so the readers could possibly comprehend their understanding of the acts that were performed in the utterances. In this case, the researcher is interested in analyzing the speech act in the speaker's Campaign Speech.

In this research, the researcher analyzed the data by using Searle's speech act theory. Then, speech acts as a process in which a person uses an utterance to perform an act such as stating a fact, stating an opinion, confirming or denying something, making a prediction or a request, asking a question, issuing an order, giving a permission, giving a piece of advice, making an offer,

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 making a promise, thanking somebody or condoling somebody.

#### METHODOLOGY

This study used a descriptive qualitative method. Qualitative research is concerned with developing explanations of social phenomena (Davison & Smith, 2018). It means that it aims to help us to understand the social world in which we live and why things are the way they are. It was concerned with the social aspects of our world. The object of this research was the Utterances of Campaign Speech. The data gave the information about the speech act in the Election speech. The data was collected by browsing the internet. The main source of the data in this study was the candidate of US president. The techniques for collecting the data were:

- 1. Downloading the script of the speech.
- 2. Reading the speech.
- 3. Reading the related study with the speech.

Further, the data were analyzed based on Searle's theory (2012) about speech acts by the following techniques:

- 1. Reading the transcripts of speech.
- 2. Finding each type of speech acts
- 3. Classifying the type of speech acts
- 4. Analyzing the data.

5. Presenting and explaining the result of the research.

#### FINDING AND DISCUSSION

The result of the research delivered some claims, descriptions, predictions or statements to persuade the people of the speech. Those were called representative or Assertive. He also gave questioning, commanding, requesting or inviting which was known as Directive. In addition, he always gave promises, offerings or warnings in his speech that was known as commission. The expressions of thanking, complaining, and appreciation were also used by the Candidate of President.

Moreover, political speeches are composed by a team of professional speech writers who are educated in the use of persuasive language. A political speech is not necessarily a success because of the correctness of truth more known as a speech act. Several speeches are made to address the people before the election; these speeches could also be referred to as Preelection special addresses, especially at rally and campaigns. A political speech serves as a text, as an output, and asa process which may be spoken or written. The analysis of speech acts as found in Election speech. Representative

#### a. Assertion

1. That's Right, No Contest Representative applied to the state that the speaker believes to be the case

or not. From the finding, assertives is the one type in the utterances The speaker speech videos in this stage. The data below show how assertives were employed in utterances. he statement above contains the assertive about his campaign and hillary's campaign. It can be found in his statement "*That's right. No contest*".

In this case the speaker wanted the listeners to understand and make sure that the campaign is not the contest. Its means that The speaker would like to state that the campaign is not one competetion but it is a future of the contry. It can be seen in the previuos statement of his speech" *while his built with the hands of God, and nobody can compete with God*".

#### 2. Its true. Its true

This utterance used by speaker to represent his idea about the Hillary as a candidate of president of the United. The speaker wanted the listeners or audience of Dinner knew about his idea by giving the previuos idea as following staement:

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 "But one of the things I noticed tonight - and I've known Hillary for a long time - this is the first time ever, ever, that Hillary is sitting down and speaking to major corporate leaders and not getting paid for it"

This statement is a description about Hillary as his opponent in that election. This statement was explored by The speaker by giving a assertion utterances. It can be seen in sentences '*it's true. It's true*". It means that The speaker try to believe the audience about his previuos argumentation.

# 3. They are working overtime, true.True

The statement above shows that The speaker assert about his team campaign in helping the him for winning the president Election. In other hands, the speaker wants to convey the listner about his team have been working hard to support their choice and able to handle of Hillary's stressing, it was proven is Hillary met the The speaker' Manager campaign. This statement can be found as following statement:

I know Hillary met my campaign manager, and I got the chance to meet the people who are working so

Journal of English Education Vol. No. (Issue No) <u>http://journal.upp.ac.id/index.php/JEE</u> P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 hard to get her elected. There they are -- the heads of NBC, CNN, <u>CBS</u>, ABC -- there's the New York Times, right over there, and the Washington Post.

It is clear that the statement " *they are working overtime. True. True*" is a statement that convey about his assertion to his team in promoting and supporting him. From the explanation about it is clear that the statement was categorized in assertion because The speaker also made his repeatation word " *True*" twice.

#### b. Claim

#### 1. I am actually a modest person

The speaker explored and claimed his idea in some argumentation. Those were delivered by him in some utternaces:

*"I am actually a modest person".* This utterances containing about The speaker character. He always his strength in his life. A modest person means that The speaker has a good character and also implied his attitute if he was chosen in president election.

### 2. Hillary is so corrupt , I called Hillary a "nasty woman, Pretty corrupt

The utternaces above were the claiming utterances that was delivered by The

speaker. Those expression mean that The speaker try to influence the audiences or sociaty by giving the bad characters of Hillary. The word "*corrupt*" implied that Hillary was a woman who took the Nation Cost for herself. This statement was added by the next utterances "*Nasty Woman and Prety Corrupt*". All the utterances have relation each other to weak of Hillary.

#### Description

Description was used by the speaker to convince the argumentaion or opinion to the listener. In this research, The speaker gave some description utterances to promote his ideas. Those were found in his statement as follow:

> You know Cardinal Dolan and I have some things in common. For instance, we both run impressive properties on Fifth Avenue. Of course his is much more impressive than mine. That's because I built mine with my own beautifully formed hands.

The statement above The speaker gave the description about his friend Cardinal Dolan. He explained about his friend character. He also said the strength of Cardinal Dolan. It could be found in utterances "*Of course he is much more impresive than mine*". It is clear that The speaker use the word "*impressive*" to explore the description utterances.

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 In other chance, The speaker also give the description like the following utterances:

True. Not for a long period of time but I was. For about three weeks. What's great about the Al Smith Dinner is that even in the rough and tumble world of a really, really hard-fought campaign - in fact I don't know if you know Hillary but last night they said, "That was the most vicious debate in the history of politics, presidential debate. The most vicious.

The statement above The speaker gave the description about the content of Hillary debate speech. He explained about the condition about the politic situation. He also said the campaign was a really fight situation. It could be found in utterances "*a really fought campaign* and *the most viciuos*". It is clear that The speaker use the word "*fought*" and viciuos to describe his description about politic situation.

The speaker also added his idea in other expression about the description opinion. It could be seen in other utterances as follow:

> And even tonight, with all of the heated back and forth, between my opponent and me at the debate last night, we have proven that we can actually be civil to each other.

The statement above The speaker gave the description the real condition after the president election debate. He argued about about the condition about them after debate. It could be found in utterances

"with all of the heated back and forth, between my opponent and me at the debate last night, we have proven that we can actually be civil to each other"

The speaker was delivered his speech in Al Smith Dinner in many ways. One of them was the description utterances as follow statement:

> Just kidding, just kidding. And Hillary was very gracious. She said if somehow she gets elected she wants me to be, without question, either her ambassador to Iraq or to Afghanistan. It's my choice.

The statement above The speaker gave the description about Hillary. The statement describe about political strategy. He tried bring the audience opinion about Hillary who will be ambassador of Iraq or Afganistan. He chosen the sentences "without question, either her ambassador to Iraq or to Afghanistan. It's my choice".

The other opinion of representative utterances that expressed by The speaker as follow statement:

These events give not only the candidates a chance to be with each other in a very social setting; it also allows the candidates the opportunity to meet the other candidate's team -- good team.

The statement above The speaker gave the description about the purposes of Al Smith Dinner. The statement describes about The

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 speaker opinion . He explained to the audience opinion about this event was a medium of president candidate to meet each other. It means that this event was not the place for hating each other but the oppurtunity to know and meet each other.

In this research, The speaker gave some description utterances to explain to audience how the president expression to what he has done in campaign time. It could found in his statement as follow:

> You know, the president told me to stop whining, but I really have to say, the media is even more biased this year than ever before -- ever. You want the proof? Michelle Obama gives a speech and everyone loves it -- it's fantastic. They think she's absolutely great. My wife, Melania, gives the exact same speech --

The statement above The speaker gave the discription about Obama expression about The speaker. He explained to the audience that Obama said to him to stop whining. Then he argue that he was not whine but the media is even more biased each year.

The speaker also added his idea in other expression about the description opinion. It could be seen in other utterances as follow:

> We've learned so much from WikiLeaks. For example, Hillary believes that it's vital to deceive the people by having one public policy.

The statement above was an explanation about the real one that has bee facing by the contry. He stated that the sociaty needed one good public policy. The statement proven about the description of the sociaty daily need, especially public regulation or policy.

The other description utterances that was delivered by The speaker in Al Smith Dinner as follow statement:

> Now some of you haven't noticed, Hillary isn't laughing as much as the rest of us. That's because she knows the jokes. And all of the jokes were given to her in advance of the dinner by Donna Brazile. Which is everyone knows, of course, Hillary's belief that it takes a village, which only makes sense after all in places like Haiti, where she's taken a number of them.

The statement above The speaker gave the description about the content of what Hillary done . He explained about the politic situation and country condition. He also said Hillary belief and brought the listener audience about what should do to our country. It could be found in utterances "Hillary's belief that it takes a village, which only makes sense after all in places like Haiti, where she's taken a number of them. It means that the sociaty of United State felt the life in Haiti.

At same time, the speaker also delivered about the history and U.S condition at last time. He described how like the sociaty Journal of English Education Vol. No. (Issue No) <u>http://journal.upp.ac.id/index.php/JEE</u> P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 laife at the time. It could be found as follow staement:

We're living in a time, an age that we never thought possible before. The vicious barbarism we read about in history books, but never thought we'd see it in our so-called modern- day world. Who would have thought we would be witnessing what we're witnessing today.

The statement above The speaker gave the description about the social condition of U.S at the last time. He explained about country condition. It was the barbarism country. It could be found in utterances "*The vicious barbarism we read about in history books, but never thought we'd see it in our so-called modern- day world.* It means that the sociaty of United State was uncivilization. The word "*barbarism*" was proven the real condition of United State at last time and ofcourse has unpredictable if it was compared at this time. The speaker said that today, United stated is the modren contry that known the super power country.

#### 3. Report

Report utterances was used by the The speaker to told what the president told to him. He gave the information what the president said and what the media do to him as long as the campaign time. It was found as following statement: The president told me to stop whining, but I really have to say, the media is even more biased this year than ever before, ever. You want proof ? Michelle Obama gives a speech and everyone loves it. It's fantastic. They think she's absolutely great. My wife Melania, give the exact same speech, and people get on her case.

The statement above The speaker gave the information to the listener about the the President and media said to him. He also report the media has been very deviant from the previous year to him.

#### 4. Prediction

The prediction statement was used by the speaker to express the assumption to the listener. This statement was also used by The speaker to guess the audience or sociaty intention. It could be found as following statement:

> Some people <u>think</u> this would be tough for me, but the truth is It's true -- the truth is I'm actually a modest person. Very modest. It's true. In fact many people tell me that modesty is <u>perhaps</u> my best quality.

The statement above The speaker gave the prediction about the people thinking about him. He said that the people said that he is a modest person. The key words the utterances above was a prediction could be found in word "*think*" and "*perhaps*".to the listener about the Hillary done like meeting The speaker's campaign manager. He also report that he had a good chance to meet Journal of English Education Vol. No. (Issue No) <u>http://journal.upp.ac.id/index.php/JEE</u> P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038

Hillary team campaign especially come from media like NBC,CNN,CBS and ABC. At same time, The speaker also delivered his prediction in president election. He did not believe his self to be an president. It could be found as follow staement:

> And I don't know - are we supposed to be proud of that or where are we supposed to be on that one. But they did say that and I'm trying to think back to Lincoln. I don't think we can compete with that. But the candidates have some light-hearted moments together, which is true. I have no doubt that Hillary is going quite a bit tonight, to laugh sometimes even at appropriate moments.

The statement above The speaker gave the prediction about the people thinking about him. He said that the people said that he is a modest person. The key words the utterances above was a prediction could be found in word " *don't know*" and "*dont think*" and "*i have no doubt*". Those expression were the expression that described about The speaker's unbelieving expression or those were only his prediction.

The speaker gave the prediction statement in many time and utternaces. Those could be found in following statement:

> <u>I wasn't really</u> sure if Hillary was going to be here tonight, because <u>I</u> <u>guess</u> you didn't send her invitation by email. <u>Or, maybe</u>, you did and she just found out about it through the wonder of WikiLeaks.

The statement above The speaker gave the prediction about why Hillary come to the dinner. The key words the utterances above was a prediction could be found in word "*i* was not really" and "gues" and "may be". These words had a meaning that The speaker did not believe his opinion about Hillary's coming in Al Smith Dinner.

#### Directive

Directive is the speaker tries to get the heare to act in such a way as to fulfill what is represented by the content of the proposition. Directive expression was used by The speaker to express his questioning and requesting at the Al Smith Dinner. These Utterances could be found in the following sentences:

- Where 's mayor de Blasio?(
  The speaker asked to audience
  about where Mayor De blasio
- 2. You want the proof?( The speaker convinced the Obama statement by giving this question)

3. *Am I okay*?( The speaker asked the question to audience about his self condition)

4. what's her pitch?the Economy busted?The goverment's corrupt?Washington is failing?(

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 The speaker influenced the audience by giving some question what had been done by Hillary)

The questioning above were The speaker strategy to influence the people and brought the audience mind by giving the question. It means that the speaker tries to get the hearers to act in such a way as to fulfill what is represented by the content of the proposition.

At the time, The speaker also gave some requesting to audience. The Expression could be found in the following utterances:

1.Stand up, melania ( The speaker requested His wife to Stand up)2.Please speak to her( The speaker requested Cardinal spoke to his wife)

3.Let me talk to you about...in office (The speaker requested the permission to talk to audience)

The requesting above were The speaker strategy to influence the people and brought the audience mind to do what he requested. It means that the speaker tries to get the hearers to act in such a way as to fulfill what is represented by the content of the proposition.

#### Commissive

#### a. Promising

Promising means that the speaker becomes commited to act in the way represented by the proposional content. In other words, promising is one expression that will be done if something was fulfilled. It was used by The speaker to express Hillary's promissing in her campaign. It was found in the following utterances:

> Vote for me, I've been working on these problems for 30 years. I can fix it", she says.

The statement above The speaker described about Hillary's promissing if the people voted her in president election of United State. The key words the utterances above was a promission could be found in word "I've been working on these problems for 30 years" and "i can fix it". These words had a meaning that Hillary will fix United State condition.

#### Expressive

#### a. Apoligizing

Apoligizing is the speaker express the sincerity and condition of the act. It means that the speaker express his apoligizing to the listener that is caused by his/her mistake. It was used by Hillary to ask the apolizing to The speaker. It could be seen in the following utterances:

In fact, just before taking the dais, Hillary accidentally bumped into

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 The statement above The speaker described about Hillary's apoligizing to him. The key words the utterances above was a promission could be found in word " *pardon*". These words had a meaning that Hillary asked a sorry to The speaker.

#### Congratulating

b.

Congratulating is the speaker express the sincerity and condition of the act. It means that the speaker express his congratulating to the listener. It was used by Hillary to ask the congratulating to audience. It could be seen in the following utterances:

> And I want to congratulate Hillary on getting the nomination and we're in there fighting and over the next 19 days somebody's going to be chosen.

The statement above The speaker described expressed his congratulating on getting the nomination at moment vote. The key words the utterances above was a congratulating that could be found in word "*congratulate*"

. These words had a meaning that The speaker express a congratulating to Hillary vote.

#### c. Thanking

Thanking is the speaker express the sincerity and condition of the act. It means that the speaker express his thanking to the

listener . It was used by Hillary to express thanking to audience. It could be seen in the following utterances:

> Thank you al, I want to thank your eminence I want to thank Al and Ann Smith
>  Thank you

The statement above The speaker described expressed his thanking on Al and Ann Smith dinner inviting. The key words the utterances above was a thanking expression that could be found in word "<u>thank</u>". These words had a meaning that The speaker expressed his thanking to Al Smith, Ann Smith and audience.

#### d. Appreciating

Appreciating is the speaker express his appreciating to listener on getting a good thing. This expression also delivered by The speaker in his speech as follow statement:

1. This is really great to be with you again.

2. Just a funtastic job you do with the dinner.

*3. she is absolutely <u>great</u> you.* The statement above The speaker expressed his appreciating on Al and Ann Smith dinner inviting. The key words the utterances above was a

Journal of English Education Vol. No. (Issue No) <u>http://journal.upp.ac.id/index.php/JEE</u> P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 appreciationexpression that could be found in word "<u>great</u>". These words had a meaning that The speaker expressed his appreciating to Al Smith, Ann Smith and his wife.

#### e. Greeting

Greeting is one part of expressive that has a function to describe people expression in one speech. It was usually in opening and closing speech. In this speech, The speaker delivered the greeting expression in the following Utterances:

> Thank you. That good is a helluva dinner
>  Thank you very much, god bless you

#### DISCUSSION

Based on the finding, the result of this research provides that the content of the election campaign has the several messages informed. It is claimed that the process in which a person uses an utterance to perform an act such as stating a fact, stating an opinion, confirming or denying something, making a prediction or a request, asking a question, issuing an order, giving a permission, giving a piece of advice, making an offer, making a promise, thanking somebody or condoling somebody (Araki, 2018; Faisal, 2017; Febriana & Fajariah, 2018). In addition, the speech act is also presenting the statement, giving command, asking question, asking promises, and so on and abstractly, acts such as referring and predicting (Astriningsih et al., 2020; Bayat, 2013; Emike, 2017; Lailiyah, 2015; Rahayu & Eripuddin, 2023).

Furthermore, the data provide the representative utterances. Here, the speaker becomes committed to the truth of the propositional content (Dewi et al., 2020; Emike, 2017; Febriana & Fajariah, 2018; Mazidah, 2018). It means the speaker present the message such as assertion, claim, description, hypothesis, conclusion, report, suggestion, prediction, as well as making statement of facts.

Then, the speaker tries to get the hearer to act in such a way as to fulfill what is represented by the content of the proposition. It is supporting the argument about questioning, commanding, requesting, pleading, and inviting (Astriningsih et al., 2020; Hanna & Richards, 2019; Lisna Rifkadiana. et al., 2020; Susanti et al., 2019; Tri Budiasih, 2018). Moreover, the speaker becomes committed to act in the way represented by the propositional content. Example includes promising, threatening, offering, guaranteeing, vowing, warning, betting,

Journal of English Education Vol. No. (Issue No) http://journal.upp.ac.id/index.php/JEE P-ISSN: 2459-9719, E-ISSN 2597-7091 DOI: 10.30606/jee.v10i2.3038 and challenging (Baktir, 2014; Nahak et al., 2020; Pamungkas & Utanto, 2018; Rezaei, 2020). Besides, the result views the speaker expresses the sincerity and condition of the illocutionary act such as apologizing, congratulating, thanking, appreciating, complaining, condoling, greeting, and scolding (A. et al., 2019; Betti & Hasan, 2020; Fatma et al., 2019; Wardoyo et al., 2018).

Therefore, the speaker performs an action just representing him/herself as performing that action including baptizing, passing a sentence, arresting, and marrying (Acts & Expressions, 2022; Azima & Hesabi, 2015). Representative is dominant because the speaker who delivered the speech is the only person who becomes the center of attention and they are campaign or political speeches. Usually, the speakers would promote themselves and talk about their potency to be a good leader with all their goals to convince the hearer.

#### CONCLUSION

After analyzing the data, the researcher found the data based on the table above, the researcher found four speech acts, namely representative, directive, commissive, asserting, expressive, claiming, viewing, reporting, predicting, questioning, requesting, promising,

apologizing, congratulating, thanking, appreciating and greeting.

Moreover, the speech act is very important to manipulate and persuade the message to the audience. It means that the speaker tries to convince the audience/ society to follow what the speaker said. Besides, speech bind the speaker to the truth of what is in the speech.

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