ABSTRACT

Penelitian ini membahas topik mengenai representasi diri yang positif (positive self) dan representasi pihak lain yang negatif (negative other) dalam pidato kampanye Donald Trump. Dalam penelitian ini, analisis akan menggunakan teori Analisis Wacana Kritis (AWK) dari van Dijk. Tiga rumusan masalah yang akan dibahas adalah bagaimana pihak self dan pihak other direpresentasikan melalui analisis makrostruktur, mikrostruktur, dan superstruktur. Penelitian ini didominasi oleh analisis mikrostruktur dengan menggunakan beberapa alat, yaitu *give many details, lexicon, rhetorical devices,* dan *overall interaction strategies*. Berdasarkan analisis makrostruktur, mikrostruktur, dan superstruktur, Donald Trump sebagai pihak self direpresentasikan secara positif, sedangkan Hillary Clinton sebagai pihak other, direpresentasikan secara negatif.

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