

## CHAPTER FOUR

### CONCLUSION

This chapter contains my personal opinion, comments, and recommendation based on the findings in Chapter Three. The findings cover the representation of the self and the other in the macrostructure, microstructure, and superstructure aspects.

In the macrostructure analysis, we can find the global topic of the speech. The global topic of Donald Trump's speech is about Donald Trump's plans to make America great again if he becomes the next President of the United States. Through the global topic, we can clearly see how the self and the other are represented in the text. America used to be great but it is not anymore under the governance of the former president Obama and his administration, which includes Hillary Clinton. It means that the former president and his administration have led America to a bad situation. This makes the former president and his administration represented negatively, while Trump, as the one who intends to make America great again, is represented positively in the macrostructure aspect.

In this case, Donald Trump mentions the current situation of America as the topic of his speech. By mentioning the current situation of America, Donald Trump shows that he is aware of the current situation of America that causes America to get worse. Moreover, he is also concerned with this problem, so that he prepares some plans to overcome the bad situation that has happened in America. In my opinion, this is one of Donald Trump's clever strategies to steal Americans' attention and hearts, so that the American citizens will vote for him in the election.

In the microstructure analysis, four tools are used, namely local meaning, lexicon, rhetorical devices, and overall interaction strategies.

In the local meaning, Donald Trump effectively gives many details about the plans that he is going to do in order to make America great again. Through these details, it is obvious that Donald Trump is representing himself positively. Besides, he gives many details about Hillary Clinton's mistakes that have led America to a bad situation. It can be seen that Hillary Clinton is represented negatively. By pointing at Hillary Clinton's mistakes, Donald Trump wants to show the American citizens that Hillary Clinton is not the best candidate for the president because she has made many mistakes that lead America to a bad situation. Her position as a Secretary of States in Obama's governance has led America to a bad situation. If she becomes the President of the United States, America situation will probably become worse. In other words, Donald Trump says that he is the best candidate for the president because he is the one who can make America great again. American people must not choose a president like Hillary Clinton, who is not able to make America safe.

In the lexicon analysis, the finding shows that positive self-presentation is more prominent than negative other-presentation. It can be seen through Donald Trump's speech that he wants to show the American citizens his positive side and his plans of creating a New American Future in order to overcome the bad situation happening in America. I think Donald Trump is good at choosing words that are related to the New American Future. He uses various words that mainly have a similar meaning.

In the rhetorical devices, Donald Trump uses four anaphora and one epistrophe to reveal the positive self-presentation and negative other-presentation. By using lexicon and repetition, which are both stylistic elements, it can be seen that Donald Trump also pays attention to the beautiful way of conveying his messages to the audience.

In the overall strategies, 66.2% of the findings is the strategy of emphasizing positive things about the self, who is Donald Trump and 33.8% of the findings is the strategy of emphasizing negative things about other, who is Hillary Clinton. The finding shows that positive self-presentation is more prominent than negative other-presentation. Donald Trump creates positive images about how his governance and his plans can make America great again. As it can be seen in the thesis statements, the speech focuses on how Donald Trump makes America great again. Instead of focusing on telling negative things about his opponent, Donald Trump focuses more on telling about his plans of creating a New American future and his positive side. I think Donald Trump uses a clever strategy in focusing more on telling his programs rather than on criticizing his

opponent. People will most probably be more sympathetic towards him in this way.

In my opinion, out of the four tools above, the most effective one to analyse the speech is the overall interaction strategy. It is because we can directly see how the self and the other are represented in the speech, and we can also see Donald Trump's strategy to win the election, by emphasizing the positive things about himself. By stating the positive things about the self, people will see that they can depend on Donald Trump and his administration to make America great again. This can be reached if the American citizens work together with him to support his program.

In the superstructure analysis, the point to be analyzed is how the self and the other are represented in the organization of ideas. The finding shows that the text follows the conventional order of an analytical exposition: thesis statements, argument, and reiteration. Since the target audience of his speech is all the American people, the speech must be easily followed and understood. I think this is a good strategy to draw people's attention because the most important purpose of his speech is to make American people vote for him. That is why Donald Trump avoids a complicated structure and makes the flow of the speech easy to follow.

Lastly, I think the analysis of self-presentation and other-presentation is an interesting topic to be discussed. I would like to give some suggestions to other researchers who will take van Dijk's Discourse Analysis as the approach of research in their thesis. First, they can search for other speeches that might be interesting to be analyzed. In addition, they should read other sources related to

the topic of the text, so that they can get useful information about the topic that will be analyzed. What is more, Critical Discourse Analysis (CDA) needs a detailed and thorough analysis.

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