CHAPTER I

INTRODUCTION

1.1 Background of the Study

Donald Trump is well known as a skilled public speaker. This can be seen from the several of speeches that have been delivered and spread in various mass media and social media. Almost all of Donald Trump's speeches have received good responses from many people, such as some of his speeches entitled "America Loves India" from Youtube channel English Speeches, this speech get 25k likes without any dislikes. "Donald Trump Victory Speech" from Youtube channel ABC News, get 64k likes without dislike too. Including the speech entitled "Never, Ever, Give up" from Youtube channel English Speeches, this speech has been watched as much as 1 million, and get 41k likes without any dislikes. One of the things that makes many people interested in hearing and seeing the speech of Donald Trump is the character of Donald Trump who besides being the 45th president of the united states start 2017 until 2020. He is also a successful businessman in the property sector at The Trump Organization. As an influential person as well as an entrepreneur, of course the use and delivery of the language used has different characteristics (Siregar, 2019).

An entrepreneur usually has a characteristic or a way of speaking like: Using language with high self-confidence, this is what makes Donald Trump fluent when giving a speech. Then have unlimited creativity, this makes Donald Trump never short of subject matter when he is speaking. Lastly, the language characteristic of an entrepreneur is being able to work with other people, because

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communication between the speaker and the listener helps create a speech that can be enjoyed by many people (https:///solusi/detail/karakter-wirausaha)

Donald Trump was born in New York City on June 14, 1946. He is the 45th president of the united states carried by the republican party and took office start 2017 until 2020 (Cnnindonesia.com). Donald Trump is America's president who is influential and controversial in taking decisions and actions to governs his country. Donald Trump has many pros and cons during his tenure. Among other are : Underestimating the covid 19 pandemic that has infected the United States since the beginning of last year. Contributing to encouraging conspiracy theories, one of which is calling Barack Obama illegitimate as president because he was not born in the United States, Donald Trump is seen as a racist person. In the defeat of the 2020 presential election, Donald Trump also often called the politics fraudulent and refused to admit defeat (Cnnindonesia.com).

The speech ''Never ever give up" has a rating of 1 million views on Youtube, this indicates that this speech is interesting for many people. This speech contains Donald Trump's motivation which was delivered at Liberty University, especially for 2017 class of students at that time. In his remarks, Donald Trump shared his experiences while studying at Liberty University and shared his experiences with several people on the campus. In his speech Donald Trump said many motivational sentences such as " Turn hopes and dreams into action" Donald Trump also said that the future belongs to the leaders, not the critics. The future belongs to those who follow their heart, no matter what the critics say. Donald Trump also said never stop fighting for what you have. In the speech, Donald

Trump explained how to struggle and what he had to face to get to where he is now. He talks about the power of praying to God and believing in our own vision. Donald Trump also said that there are people who always support him in times of joy and sorrow. Donald Trump wants Liberty University to be more successful with people who can be brilliant out there.

Donald Trump is very smart in the use of words and sentences and the use of Deixis. Deixis can be one potential tool to win public support in doing speech. It is interesting to analyse he chose certain Deixis as a link among time frame, physical location, people involved and what people actually say in his speech, so it only can be interpreted based on the context of the utterance. Speech aims to create a unity of the speaker and the audience to deliver the information. Unfortunately, the audience usually has some problems in getting information from a speech. This is because they don't know the meaning of the word Deixis itself. Therefore the hearer may not know what the speech about if he/she does not know the context. This situation can create communication problem, especially to understand speaker's meaning clearly. Deixis is an interesting phenomenon to study because it is usually present both in daily communication and in the text or discourse. Deixis can be applied in speech. Donald Trump as the controversional president of United States of America used interesting language and Deixis to attract audience's attention too.

The study decided to analyze this speech because the speech never ever given up by Donald Trump has a lot of Deixis, like example in the speech : *"This is your day and you've earned every minute of it" "And I'm thrilled to be back at*

Liberty University" " I've been here, this is now my third time". This can be seen from the beginning of the speech which emphasizes the use of Deixis Persona (Your,You,I,My) along with other Deixis which are used repeatedly by Donald Trump. The delivery of Deixis in this speech is also very interesting because when observed in video speeches, Donald Trump always emphasizes the use of several types of Deixis which aim to attract the attention of the audience and listeners, because Deixis can be used to attract the attention of others in speaking. Donald Trump is a person who is very good at public speaking, no doubt he is very smart in using and choosing any type of Deixis that will be applied when he is speaking. In addition, this speech with the title "Never,Ever Give Up" has a good rating on social media, namely on Youtube with 1 million views, this indicates that this speech or video has a good impression and is very interesting for many people, so many people have watched speech "Never, Ever, Give Up" by Donald Trump. There are several Deixis analysis studies that have been carried out, such as:

The first ''Deixis in Donald Trump's speech to UN General Assembly" by Retnowaty 2019 FKIP Balikpapan University. The design of this study is a descriptive qualitative design. The main focus in this study is to find out about Deixis in Donal Trump's Speech to UN General Assembly. The source of data in this research is the text of Donald Trump's Speech to UN General Assembly. As seen from the results, the percentages of types of Deixis for each classification are as follows ; there are 279 (81.10%) Person Deixis that has dominated the analysis of the data, 23 (6.69%) for Spatial/Place Deixis, 23 (6.69%) for Temporal/Time

Deixis, 13 (3.78%) for Discourse Deixis, and the last 6 (1.74%) utterances for Social Deixis.

The second is "A Deixis analysis in Selected Nelson Mandela's Speeches" by Andris Demmatande 2018 Englis Literature Sam Ratulangi University. Uses the concept of Levinson (1983) about Deixis. People Deixis as many as 130,. Deixis of Place, Time Deixis as many as 11, Discourse Deixis as much as 2, Social Deixis as much 12. The total deixis for text is 163 Deixis data.

The last " Deixis found in the first victory speech of Joe Biden as United States Preseident " by Ricca & Johan 2021, Putra Batam University. The object of the research was to identify the Deixis found in the Joe Biden's speech by categorizing to Person Deixis, Spatial Deixis, and Temporal Deixis, and to find the most dominant Deixis used in the speech. A qualitative research method was applied in this research. The data source in this research was the transcript of Joe Biden's victory speech as the President of the United States. These three Deixis are Person Deixis, Spatial Deixis, and Temporal Deixis. Also, the most common category found is Person Deixis with total 198 Deixis and the least category found is Temporal Deixis with total 12 Deixis.

The similarity from three previous of the study is research design is a type of qualitative research and take speech as a object, and speech transcripts for data source. The difference from the three previous of the study is object speech which analyzed the type of Deixis, Andris with speech from Nelson Mandela, Ricca and Johan with speech from Joe Biden, Retnowaty, although with speech from Donald Trump but with a different speech title, and another difference is use theory

Deixis from several person like Cruse, Levinson, and George Yule. In addition, research on Deixis speech with the title "Never, Ever, Give Up" has never been carried out by other researchers, and this video speech also has many viewers that prove this speech it is interesting for many people and hope can be to study for many people to knowing what types of Deixis were carried out by Donald Trump in this speech. Besides that the purpose of this study wants to analyze this speech because realizes that Deixis as a reference in the speech text can be understood if the listener or reader knows the context behind the speech. So, it can help readers or other people get clearer information.

1.2 Problem of the Study

1. What the type of Deixis are used in the speech "Never Ever Give Up" by Donald Trump.

2. What the dominant types of Deixis are used in the speech "Never, Ever Give Up' by Donald Trump.

1.3 Object of the Study

1. To analyze the kind of Deixis that are used in the speech "Never, Ever, Give up" by Donald Trump.

2. To find out the dominant types of Deixis that are used in the speech "Never, Ever Give Up" by Donald Trump.

1.4 Scope and Limitation of the Study

The scope in this study is Pragmatics which is devoted to the study of Deixis in the speech "Never, Ever, Give Up" by Donald Trump. This research

focuses on Deixis analysis that is used in speech "Never, Ever, Give Up" by Donald Trump. This study explores on the internet especially on Youtube which is proposed by Levinson's theory. While, the limitation of this study is that this study does not investigates the other fields of study but only investigates Deixis in the speech "Never, Ever, Give Up".

1.5 Significance of the Study

Theoretically, it is expected to give good contribution to develop in Linguistics, especially in analyzing about Deixis used in the speech.

Practically, this research is useful for readers and the public so that they can know and understand about Deixis in speech especially student of English Department Panca Marga University who are interested in doing similar research in the same field in the future.

1.6 Definition of Keyterms

1. Deixis

   Is part of Pragmatics which is the designation of something based on its specifications.

2. Donald Trump

   Is the 45th president of America who always manages to attract the attention of many people.

3. Donald Trump's Speech

   Is speeches delivered by Donald Trump on certain activities that have always succeeded in attracting the attention of many people.