**ABSTRACT**

In political speech there are so many ideas that come from the speaker, like in inauguration speech of new president. Donald Trump is the new president of America, in his controversy winning speech there are ideology that shown during the speech. The aim of the researcher of this study is how the transitivity process reveal the ideology. The main theory of this research is Fairclough's theoretical framework of CDA (1997) that influenced by Halliday (1994). This study used qualitative as a method, because the researcher think that the method was fi with the topic. The data was from (https://www.whitehouse.gov/briefings-statements/the-inaugural-address/) Transitivity has six types and during the speech Donald trump used the six types of processes but only three processes showed up the most. Those are material process, relational process, and behavioral process. The conclusion of this study is that participant of transitivity that Donald Trump used in the speech showing he put his work as the society priority, and to ask the USA society work about the resolution with him. While the ideology is make the society more convinced.

**ABSTRAK**

Dalam pidato politik ada begitu banyak ide yang datang dari pembicara, seperti dalam pidato pelantikan presiden baru. Donald Trump adalah presiden baru Amerika, dalam pidatonya yang memenangkan kontroversi ada ideologi yang ditampilkan selama pidato. Tujuan peneliti dari penelitian ini adalah bagaimana proses transitivitas mengungkapkan ideologi. Teori utama dari penelitian ini adalah kerangka teori Fairclough tentang CDA (1997) yang dipengaruhi oleh Halliday (1994). Penelitian ini menggunakan metode kualitatif, karena peneliti berpendapat bahwa metode tersebut sesuai dengan topik. Data berasal dari (https://www.whitehouse.gov/briefings-statements/the-inaugural-address/) Transitivitas memiliki enam jenis dan selama pidato Donald truf menggunakan enam jenis proses tetapi hanya tiga proses yang paling banyak muncul. . Itu adalah proses material, proses relasional, dan proses perilaku. Kesimpulan dari penelitian ini adalah bahwa partisipan dari transitivitas yang digunakan Donald Trump dalam pidatonya menunjukkan bahwa ia meletakkan karyanya sebagai prioritas masyarakat, dan untuk meminta masyarakat AS mengerjakan resolusi tersebut bersamanya. Sedangkan ideologinya adalah membuat masyarakat lebih yakin

## INTRODUCTION

The behaviour toward language can be connected to social and cultural characteristics to social circumstanses, and to the nations of dignity and solidarity and those manners to language and its group can be affected by various variables identified with the user of that particular language. The way individuals see language is the establishment of the social development and individual or group relationship, and study in linguistics have attempt to clarify this connection between the utilization of

language and the significance of society. A specific discourse, spoken or written, can come from different source, such as, control, cultural or social foundation, social status, and religion.

The aim of communication is not only to speak up the idea but also a goal to reflect whatsoever social practices in society. There are numerous elements that can impact discourse and thus make discourse is not impartial for several reasons. There is something that is attempt and is highlighted or appeared in talk, for example, values, ideologies,emotions, interests, and etcetera. Discourse utilize language component as a medium for the procedure of correspondence.

Speech is one of public speaking practices which the speaker is required to sort out their sentences in utilizing nice word orders. Speech means to deliver emotions, opinion, thoughts, experiences or awareness toward a social practice or something which is occurred in a general public. Somebody who conveys a speech must be deliberately in utilizing his or her language. It ought to be founded on appropriate language because a decent language can give the listeners a positive impression. Other than that, the speaker also needs to build or even motivate sentence with the goal that what he needs to convey is acknowledged by the listeners.

Political speech is a sub group of public speech which pointing to those given by political experts with different political purposes that will impact a specific gathering of individuals. Occasionally, an individual additionally makes such a speech with the motivation behind proclaiming his political position generally. Political public speaking has three purposes; to persuade, to make a move that the speakers needs them to, to change drastically their manners of convictions and to arouse their present act or convictions (Griece, 1975).

As the largest country in the world, an American president has their own popularity among other countries. They are considered to be a person who has great influence. Some of them are, George W Bush, Bill Clinton, and Barrack Obama. Lately the world has been stunned by the candidacy of a successful businessman, Donald J Trump.

Donald Trump to become a marvelous American president is the substance of his inauguration speech held in the White House and viewed by all Americans. Donald Trump affirmed in his speech that he will restore the glory of America with his vision and mission which is frequently been called "Makes America Great Again" (MAGA). Donald Trump's economic patriotism was on full display in his inauguration speech.The president talked about the "American carnage" that he has been hammering on America. Trump said to stop the America carnage nright now at his speech. He also emphasized the phrase "America first" and it will be his conducting philosophy.Trump continued to position himself as a law and order president. He vow Of all the striking moments in Donald Trump's harsh inaugural address, even few were more discordant than a president whose partners are under scrutiny for their associations with a foreign power utilizing "America first" as a motto. With the

previous president looking on, Trump conveyed a speech revoke of the taking off talk for which Obama was both commended and assailed amid his opportunity in office.

Trump's inaugural address perfectly echoed the tone and tenor of the campaign that cleared him into office — limit, populist, and steadily internal searching for a country that is for some time characterized itself as a worldwide power. It was a discourse that couldn't have broken all the more strongly with the past organization both in style and substance.

Using Critical discourse analysis to investigate, describing, interpreting, analyzing and critiquing social life which reflected in text. Based on those reasons, Fairclough's theory is used in this research to work on this framework issue about ttransitivity in critical discourse analysis. By using transitivity, it can link the analysis to analyze the hidden ideology that appears in Donald Trump's inauguration speech.

There are three phases of investigation in Fairclough's theoritical structure of critical discourse analysis, those are description, interpretation, and explanation. Description phase breaks down the components of linguistics. Interpretation phase focuses around the content of the speech. Lastly, explanation phase focuses around the content of the speech and social structure.

Processes are the activities that unfold trough time and are always grammatically represented by verbs (halliday and mathiessen, 200:177). Transitivity system which pointing to the types of process, has a role as participant and represent the circumantances. Hence the grammatical category will be used to reveal what is covered behind Donald Trump controvercy inauguration speech that makes him reapted many hatred commenct on social media. Therefore, Systemic Functional Linguistics (SFL) by Halliday is used to help the researcher in order find the transitivity system in Donald trump's inauguration speech. For the example of the transitivity process on the Trump;s inauguration speech is, the word " We will make America great again", the transitivity pattern that showed is material process when the first participant explain about the work that will do. The ideology that relay on that example is the over optimistics that Trump's have, it called narssistic.

The writer will analyse the inauguration speech by Donald trump. In this research the writer focus on transitivity that appear on Donald Trump speech to know the ideologies that relay on his purpose.

The previous study that related to this study is Transitivity in Emma Watson's speech for the HeForShe campaign, by Sela Maharani Hemas (2016). By using Fairclough's theoritical framework that influnced by Halliday, the study reveal the idea about bringing a positive idea of feminism that it is related to fight for women's rights and gender equality, and both are important things to achieved.

**RESEARCH METHOD**

The method that this study used is descriptive qualitative since this study investigate social based on the point of view , makes sense their experience then make it acceptable.

The main job of this study is investigating Donald Trump's inagural speech, exploring the transcript of Donald trump's relate to his position as a new president through critical discourse analysis approach. This study focused on the process of the discourse in political stage toward understanding Trump's ideology form his utterences in the speech.

Documentation thecnique will be appropriate in collecting data in words phrases, and sentences form (Arikunto, 1997:234). The data in this study is an oral speech but already transcript into text form. Moreover , documentation applied to find ou the variable in the form of notes, transcript, articles, ect. The transcript itself taken in july 23rd, 2017 from:

https://www.whitehouse.gov/briefings-statements/the-inaugural-address/pressident-donald-trump.

In this step, the data that on the observation sheet which has collected by documenting trump's speech transcript are seected, simplified, and abstracted, and transformed. Each selected data are gathered togther. They are identified based on transitivit process used by arranging trump's sentences. All the data are arranged well and displayed in a table based on their types and pattern of transitivity system. To conclude and verify the analysis, Fairclough's theoritical framework of CDA (1989) that explained in chapter 2 applied in order to answer the research question in chapter 1. The first reasearch question will be answered in the level of text analysis using fairclough's transitivity system adopted from Halliday's(mental, material, relation,event).

As the theory that transitivity process is lay on the verb, the writer will focused on the verb. To answer the second research question it will be concern to the interpretation of the analysis result that linked in political context of Trump. The kind of transitivity found in the transcript will be used to show the presence of ideology in an advert in Trump's speech.

**FINDING AND DISCUSSION**

**FINDING**

From the transcript of the Trump's inauguration speech, there are transitivity process found. The transitivity classified by the characteristics. The transitivity process that found in the speech are built upon Fairclough definition and classification under CDA framework, and it adopted from Systemic functional language by Halliday.

From the result data analysis, sorted from the most frequent to the most rarely encounterd transitivity process is as material, relational, existencial, behaviour, mental and the last is verbal process. Material

process become the most used transitivity processed, and relational process become second most used. The analysis of all the processes will be exlained one by one as:

1. Material Process

Material process or process of doing easily identified cause it pointing on the verb that expresses the real action. The process has two participant, actor and goal and become subject and object.

It proven that material process Trump used to pointed the bleaked potrait about the plagued nation

| No. | Circumstance | Actor | Process | Goal | Circumstance |
|---|---|---|---|---|---|
| | | Mothers and children | trapped | in poverty | in our inner city |

leadership, unemployment, a devastated manufacturing sectorand ect. Since the material process is the process of "doing", it gives the audience a feeling of power and strength.

2. Relational Process

Relational process or process of being is a process that signifies a relationship of one entity and circumstencial. Through relational process, Trump also tells the people who come for his speech to believe that he will make America better than before. In this data relational process that Trump use was oly relational process intensive clause.

| No | Circumstance | Participant 1 | Process | Participant 2 | Circumstances |
|---|---|---|---|---|---|
| | | When America | Is | United | |

The relational process is a good choice to describe clearly the attributes of new vision for America. Trump defines a new role for the government, for the public, for patriotism, for America First. This implies that Trump does not focus his attention only on the challenges he will encounter, but he also believes in bright future of the country.

3. Existential Process

The next process that mostly found is existencial process. The used of existencial process is to process that expresses the existence of something which it is actually exist or real. In this inauguration speech, Trump didn't talked much about existential process. One possible reason may be that the over use of this process will give the audience a sense of monotone and hard to draw the focus of the audience. The following are some examples of existential processes in the address.

| No | Circumstance | Existential process | Existent | Circumstance |
|---|---|---|---|---|
| | There | Was | Little process | To celebrate for struggling families all across our land |

**DISUCSSION**

In this study, Trump used the six transitivity types, but only three largest data will be shown on this part Based on the study, it is indicate that material process dominate the speech, then followed by relational process, existential process comes in the third position. By this study of CDA the transitivity function is show the blurred relationship between things that mentioned by Fairclough as event and text, in Trump's inauguration speech, and vast social, cultural structure, relations and processes. Trump's ideology shown trough the transitivity process that he used along the speech. It indicate by the usage of material process that showed the largest data in transitivity process by Trump, that Trump really criticized the previous administration and stressing the leaked of leadership for the country.

By the using material process the most Trump not only showing how bad he feel about the awfulness previous administration, but also he showed the unity that he will built in the new administration, and give promise to the society that he will put the country first over anything. Following as the second largest data, Trump used relational process to more emphasize the vision of the new administration, by saying he will put the nation first no matter what. He use it to gaining the audience trust.

The third main process of transitivity used on this study is existential process. Trump pointing the power of patriotism and national solidarity that will built on the new era. Trump didn't say much about the process because it can make the audience bored, so the point was emphasized that unity and patriotism, should be the main concern of the society.

**Conclusion**

This research used Donald Trump's inauguration speech as the source of data. The clauses on this study considered as transitivity processes, and become the chosen data to analyze. The result, there are six types of transitivity that used in the speech, those are: material process, mental process, relational process, existence process, behavioral process, verbal process.

But in this study, the largest data of transitivity process that used are only three, material process used to emphasize what is lack on the society, relational process used to show the aim of the new president, and behavioral show the kind new era he will bring to the country.

The participants that always used on this study are I and we. It showed that Trump want to blend his presence with American society. The participant we is to ask the society to work with him to build America and bring it to the new era.

Through the transitivity that already analyzed, there are two main ideology that showed during the speech. Those are, Rebuild America and America first.

**5.2 Suggestion**

This study focuses on the transitivity and revealing the ideology in a speech. The researcher suggest that this research can help the other researcher that want to make the same topic with this research as the suggestion, by using Fairclough's theoretical framework of CDA in other kinds of speech beside persuasive speech, because each kind of speech has its own objective. This research can also be the way of people understand the short possible of inauguration speech, by analyzing the language that is used in a speech, because language that is used in a persuasive way manipulating the audience, in order to achieve the speech purpose.

**References**

Eggins, Suzanne. 2004. *An Introduction to Systemic Functional Linguistics*. 2nd Edition. New York: Continum InternationalPublishing Group.

Fairclough, Norman. 1989. *Language and Power*. New York: Longman
Inc.
………………… 1995. *Critical Discourse Analysis: The Critical Study of Language*. New York: Longman
Group
Limited.
………………… 1995. *Media discourse*. London: Edward
Arnold.
……………….. 2003. *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.
Fairclough, Norman and Ruth, Wodak. 1997.

Grice, H. P. 1975. *Logic and conversation*. In P. Cole and J. Morgan (eds), Speech Acts (Syntax and Semantics, Volume 3). New York: Academic Pass.

*"Critical DiscourseAnalysis" Teun A. van Dijk, ed. Discourse as Social Interaction,*

*Vol 2*. London: Sage.

Halliday, M.A.K. 1994. *An Introduction to Functional Grammar.* 2nd Edition. London: Edward Arnold.

Halliday, M. A. K., &Matthiessen, C. M. 2004. *An Introduction to Functional Grammar* (3rd ed.). London: Arnold.

Halliday, M.A.K. and Matthiessen, M.I.M. 2014. *Halliday's Introduction to Functional Grammar*. 4th Edition. New York:Routledge.

Hamilton, E. H., Schiffrin, D., &Tann

en, D. 2001. *The Handbook of Discourse Analysis.* Malden, Massachusetts: BlackwellPublishers.

Schiffrin, Deborah. 1994. *Approaches to Discourse*. Cambridge, Massachusetts: Blackwell Publishers.

Van, Dijk, T. (ed.), 1985. *Handbook of Discourse Analysis*. 4 vols.
London: Academic Press.