ABSTRACT

Campaign speech is one of activities that use language to gain the voters’ credence in order to believe with the program carried by candidate. This study aims to analyze Donald Trump’s immigration speech during U.S presidential election process 2016. The objective of this study is to find out the types of illocutionary act and the most dominant illocutionary act performed by Donald Trump in the speech. The study also attempts to find out what causes the most dominant illocutionary act often occur in the speech. The study was conducted using qualitative approach. The writer used YouTube to collect the data. In analyzing the data, the writer used illocutionary act theory purposed by Searle and argumentation theory by Toulmin. The findings of the study found five types of illocutionary act performed by Donald Trump. Assertives is the most dominant illocutionary act found within the speech with 43.34% and followed by commissive 35.20%, directive 15.02%, expressive 6% and declarative 0.43%. Since, assertives related to the speaker’s belief towards his statement, Trump provided data and warrant to strengthen his argument. Hence, by performing assertives, Trump wants to convince people in order to believe in his statements and to vote for him as the next president of the United States.

Keywords: Campaign, Speech Act, Illocutionary Acts