

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

The COVID-19 pandemic has been linked to a surge of racial discrimination against an ethnic group, in this case is against Asian people or more specifically, the Chinese ethnic groups. The emergence of Racial Discrimination in the context of the COVID-19 pandemic deserves a lot of opinion and attention because there are many violence cases against Chinese ethnic group due to the initial outbreak of the virus in China. It should also be borne in mind that Ethnic Discrimination may be subtle and widespread, and thus go unreported (Pager and Shepherd 2008).

According to Al Jazeera news, Racial Discrimination cases in the United States against Asians have been reported to have occurred. More than 100 cases of discrimination and Racial Discrimination happen every day. Even from the 18<sup>th</sup> to the 26<sup>th</sup> of March 2020, 650 reports of prejudice and Racial Discrimination generally attacked Asian immigrants and Asians Americans. Every day, they were mocked and abused, as well as blamed for the outbreak because it began in Wuhan City, China. The forms of Ethnic Racial Discrimination that Asian Americans received caused by white Americans and African-Americans have been very diverse, along the lines of seeing the people racist who labelled themselves as Anti-Asian and carried banners that said Anti Asians down to the streets.

They even spit on Asian, give racial slurs, shout at Asians as a virus, avoid Asians, prohibit Asians from using public transportation, and conduct violent

attacks and discrimination in public facilities and workplaces. Not only that, Asian Americans who own buildings also become targets of other Americans' racist behaviour through vandalism and damage. In addition, Asian Americans who own businesses go bankrupt since no one wants to stop by their establishments because many are terrified of becoming infected with the virus.

In addition to verbal or psychological behaviours, many Americans make silent jokes and snarky innuendos towards Asian Americans. Many others discovered the remarks on the Internet and a sarcastic joke meme about Asian American individuals being responsible for the outbreak due to their race because race appears to be one of the elements in human life nowadays in deciding the care that can be delivered.

Having a biological property should be distinct, but it appears that this uniqueness has the potential to create a race divide. Racism is defined as when one or a group of individuals who believe their race is superior has a view and treats other races negatively. Many responded on the YouTube page saying that Donald Trump's controversial speech did not sound racist at all, and many especially Asians responded that Donald Trump's speech was very racist. This has been discussed by Alvarez and Kimura in their journal article by taking data from the National Asia Pacific Consortium, stating that Asian Americans have indeed been racist targets of other Americans and it is no longer a secret if Asian Americans get unfair treatment such as verbal abuse, property damage, theft, and even murder. This certainly makes Asian or Asian Americans feel they have no freedom anymore and feel very threatened (Alvarez and Kimura 2001).

They feel very scared if they get arbitrary treatment because they are always called the cause of this Coronavirus outbreak. This condition seems increasingly aggravated by the contents of the speech of the president of the United States who at this point is governing the country. Donald Trump was the most controversial figure in his tenure as President. In the span of 2020, Donald Trump attracted a lot of public attention due to speeches he delivered at the White House and Tulsa Oklahoma, which were judged by some people, commit acts of Racial Discrimination to Chinese people.

In this case, when answering a question from one of the media crew about the intent and purpose of Trump calling the "Chinese virus" in the light of fact that the word was feared instead worsened the atmosphere, is considered very racist, and able to lead the Anti-Chinese kind of meaning, strangely Trump even felt that there was nothing wrong in his speech and said that he was not racist at all because this virus originated from China and there is nothing wrong with saying that the coronavirus is a Chinese virus. Interestingly from Trump's controversial speech is when the photos from the original text of Donald Trump's speech taken by reporters of the Washington Post also became widespread on Twitter's social network and had become a trending topic in the United States. The original text of Donald Trump's speech does not mention the "Chinese virus" at all but what interesting is that the word "Corona" in "Coronavirus" was crossed out and changed into "Chinese" so that it became "Chinese Virus".

The 2020 COVID-19 epidemic would directly affect all Americans, as demonstrated in New York City, one of the early epicentres of the pandemic,

according to Frank H. Wu's (2021) research, A Rising Tide of Hate and Violence against Asian-Americans in New York While COVID-19. While Native Americans unite to work together to prevent the virus, on the other hand the Chinese racial minority community in America was also experiencing many problems due to racist attacks from other communities who blame them as the cause of the source and spread of the virus. The epidemic has significantly affected New York City's Asian-American community. In addition to the impact of the pandemic on public health, economic growth, education, medical services, food supplies, and international relations, the Asian-American community has been blamed for the outbreak and has become the target of hatred and violence.

With a focus on the New York City area, this analysis demonstrates that Asia's anti-Hate and violence data surged in 2020. Factors and causes further contribute to the worrisome rise in anti-Asian hate and violence and the measures taken to prevent it by authorities, lawmakers, and civil society groups. Both the worrisome increase in anti-Asian hatred and violence as well as the actions taken by public officials, law enforcement, and civil society organizations to stop it and keep Asian Americans safe in America are caused by a variety of variables.

Donald Trump's controversial statement regarding the corona virus is very regrettable because as head of state, President of the United States, President Trump is expected to protect and provide a neutral attitude towards the corona virus outbreak. He should protect the people without having to blame them, instead he actually made the atmosphere even more heated and sparked debate between the government, politicians, and ordinary people. They are afraid that if the statement

in Donald Trump's speech as president of a symbol of a country makes things worse, resulting in the increased rate of Racial Discrimination cases against Asians in the United States with the treatment of Racial Discrimination being more diverse and feared crueller.

However, it is even more fearful that Donald Trump's statement will instead lead to xenophobia, which is the fear or dislike of people from other countries among citizens of the United States to cause divisions in the country. This becomes interesting to be studied in the current research. This research does not examine the right and wrong of Donald Trump in his speech about the Coronavirus (Covid-19). However, this essay will examine Donald Trump's speech or discourse from a scientific perspective, namely a critical discourse analysis, speech is a type of communication that aims to reach a wide audience (Sidabutar 2014).

In giving speeches, especially speeches delivered by political figures and heads of state such as Donald Trump, it is very necessary to have interests, be it personal, group, or community interests. Making a speech means producing language or discourse that listeners can interpret. The language created by Donald Trump certainly has a function, which is more than a communicative function, for example, a persuasive function, because whether a language is neutral or not, it depends on who the speaker is (Ayuningtiyas and Hartanto 2014).

It is fascinating to consider this occurrence from the standpoint of the critical discourse analysis theory. How the reaction of other nations or areas is towards the fact that Donald Trump is racist toward Chinese people regarding Donald Trump's controversial speech that sounds very Racial Discrimination, which later this

research will become information or knowledge to the wider community to reveal something hidden behind Donald Trump's controversial speech. Trump is against the Chinese. Discourse analysis does not only look at the semantic relationships that emerge from Donald Trump's speech but rather to the critical discourse that wants to be seen from the sentences of Donald Trump's speech. The speeches delivered at the White House and Tulsa, Oklahoma must be seen from Donald Trump's capacity as a head of state who has his own power and ideology. This is consistent with the message delivered by Fairclough (2003) on the connection between speech, ideology and power.

The focus of this research is the study of Donald Trump's speech related to the discourse delivered at the White House and Tulsa Oklahoma. This gave birth to various perceptions and opinions in the community because at that time Donald Trump was still serving as a president. Theoretically, perceptions and opinions arise from phenomena that occur. Donald Trump's speech at the White House and Tulsa Oklahoma also contained several views. In this case, the speech delivered at the White House and Tulsa, Oklahoma, is interesting to analyze in terms of implicature, ideology, and power, given the speculation that Donald Trump may once again run for president in the United States of America in the 2021 Election.

Based on the background, the goal of this study is to analyze and to reveal the discourse analysis components in Donald Trump's speech that are connected to ideology, power, and implicatures. Discourse is the study of language, including discourse itself as well as words, clauses, phrases, and sentences. The critical discourse analysis examines aspects beyond the conversation itself rather than just

the level, words, phrases, clauses, and sentences. Critical semiotics, critical linguistics, and more generally socio-political studies that focus on language, discourse, and communication have all contributed to the widespread use of critical discourse analysis in the examination of written and spoken texts (T. A. Van Dijk 1995).

Van Dijk's critical discourse analysis includes not just linguistic text analysis but also consideration of other factors, such as social practices that influence speech. Accordingly, Rogers and friends said that critical discourse analysis must address the issue of the connection between language and social activity (Rogers, et al. 2005).

However, emphasize more on critical discourse analysis used in approaches and frameworks of social studies Recommends that a practical social analysis of a text or the sociocultural setting in which the communicative activity occurs should be part of critical discourse analysis, Fairclough places emphasis on the connection between discourse and the transmission of social values in this instance, as well as the presence of links and power relations in the creation of texts and discourses (Ulinuha, Udasmoro and Wijaya January 2013).

Furthermore, relationship was also found in Fairclough model between economic, political, and ideological factors that underlie the structure and form of discourse, a mention that ideology and power are reflected in the use of vocabulary, sentences, and discourse structures (N. Fairclough, Critical Discourse Analysis 1995).

Critical discourse analysis is an investigative effort carried out by using the analysis of examples of language use in communicative events. Every communicative event function as a type of social practice by virtue of its relationship to the order of discourse; thus, it is necessary to analyze both communicative events and discourse order, communicative events pertain to the use of language in publications, films, videos, interviews, and political speeches. The sequence of discourse is dependent on the sort of speech utilized in social institutions or areas. The order of discourse also encompasses the order of the media; hence, the order of discourse must take into account the medium used to reproduce the discourse (Jorgensen and Phillips 2001).

Ideology is a significance that serves power in this instance, Fairclough defines ideology as a tool that contributes to the link between dominance and power through constructing values. Ideology is a crucial contributor to the hegemony of power and power relations, as dominance ties are formed between individuals who share the same ideology. Ideology can contribute to the preservation and transformation of power relations. Similar to Fairclough's idea of ideology as a practice that operates in the process of creating meaning in daily life, meaning is mobilized to preserve power relations. Fairclough and Thompson have a similar understanding of the relationship between ideology and efforts to maintain power (N. Fairclough, Critical Discourse analysis: the critical study of language 1995).

Moreover, implicature is one of discourse's exterior aspects. Implications are quite useful for comprehending a conversation. There are two types of discourse: written discourse and oral discourse. In oral discourse, in this instance the discourse

of the political elite, implicatures are required. Implicature is split into three categories in the linguistic dictionary: pragmatic implicature, conversational implicature, and conventional implicature, continuing to cite the definition from the linguistic dictionary, pragmatic implicature is the logical conclusion of an utterance, as well as the background shared by speakers and listeners in particular settings. Moreover, conversational implicature refers to a meaning that is comprehended but not captured in what is said. Conventional implicatures are meanings that are understood or anticipated in particular linguistic forms, but are not disclosed. (Kridalaksana 2008).

Grice notes that implicature is a statement that implies something other than what was spoken (Mulyana 2004). Unstated explicitly is a distinct aim on the part of the speaker. In other terms, implicature refers to an aim, desire, or concealed heart. Implication is directly tied to the communication process's convention of significance (Nababan 1987). The convention of meaning can occur in the manner of speech because the listener attempts to interpret the speaker's intended meaning. Based on what the experts have revealed, it can be inferred that the implicature is given to the listener by the speaker, but the speaker does not express the aim and purpose.

## **1.2 Statement of the Problem**

Based on the context of the previous study, the video of Donald Trump's controversial speech that alludes to the Chinese, as can be seen from the YouTube page, has garnered a lot of responses with several opinions from media and public

groups who are pro and con. In this case, the problem statement discussed in this study is:

1. How to analyze Donald Trump's controversial speech which shows that the speech contains Racial Discrimination against the Chinese? Or on the contrary, whether Donald Trump's speech contains no Racial Discrimination at all against to Chinese?

### **1.3 Objective of the Study**

The objective of the study is to reveal and to analyze the power relation, ideology and implicature in his speech and how Donald Trump delivers his speech as a president of the United States on YouTube page.

### **1.4 Significance of the Study**

This study was carried out to give people knowledge about critical discourse analysis and deeper understanding of phenomenon that happened on the social media or in a social life; phenomenon of a speech delivered by someone who has a position in a country or region and has the highest position in a government institution, about how he delivered the speech on public and media. This study also talks about the changes that appear in society due to the effect of this phenomenon. Thus, the author hopes that this study would be a valuable source for the next research and give contribution to the students of cultural studies who want to take critical discourse analysis as their research topic.

### 1.5 Definition of Key Terms

- **Critical Discourse Analysis:** A research project known as critical discourse analysis examines instances of language use in communicative situations. Fairclough suggests that the three steps of description, interpretation of the link between text and interaction, and explanation of the relationship between interaction and social environment should be included in the critical discourse analysis of a text (N. Fairclough 1992).
- **Racial Discrimination:** is an act, practice, or policy that treats a person or group differently and unfairly on the basis of the characteristics of that person or group. People can be discriminated against based on ethnic, race, gender, age, religion or belief, skin colour, disability, sexual orientation, and other categories.
- **Discourse and Ideology:** Discourse is referred to as language in use or language engaged to convey anything that seems cohesive but may or may not be true. According to Cook, it is related to a correct sentence or group of correct sentences (Cook 1989). According to Fairclough, ideology in this context is a technique used to create values that support the connection between dominance and power. People with the same ideologies tend to form dominance relationships, hence ideologies play a significant role in the hegemony of power and power dynamics. Ideology has the potential to both change and maintain the existing power structures. Similar to Fairclough's idea of ideological theory, Thompson asserted that ideology acts in the

production of meaning in daily life, while on the other side meaning is mobilized to uphold power relations (Jorgensen and Phillips 2001).

- **Implicature:** Implicature is an expression that has a different meaning from the implied meaning.