

ABSTRACT

Annisa Nurfalih. 1185030023. *Politeness Strategies Used by Donald Trump in His Speech at Namaste Trump Event in India*. Graduating Paper, English Literature, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung.

Donald Trump is a politician who often makes controversial statements in his speeches. However, not all of his speeches caused controversy, one example was his speech at the Namaste Trump event in India. In his speech at the event, Trump showed politeness in communicating with others to build a good relationship between speaker and listener. Therefore, the writer is interested in analyzing the following problems: (1) What types of politeness strategies are used by Donald Trump in his speech at *Namaste Trump* event in India?, (2) How did Donald Trump apply politeness strategies in his speech at Namaste Trump event in India? To answer the research questions, the writer employed Brown and Levinson's Theory (1987) of politeness strategies. In analyzing the data, the writer employed qualitative research method, and it supported by content analysis method. The data were the utterances found in Donald Trump's speech at *Namaste Trump* event in India. The findings showed that there are 44 data found as utterances which contains politeness strategies. This study revealed that Donald Trump used 29 data of positive politeness, 14 data of negative politeness, and 1 datum of *bald on record*. Meanwhile, regarding the way Donald Trump applied politeness strategies, he applied positive politeness by mostly using *exaggerate* strategy to save the hearer's positive face because he tried to save the hearer's positive face. Meanwhile, in applying negative politeness strategies, he mostly used *nominalize* strategy to save the hearer's negative face. Furthermore, in applying bald on record strategy, he applied *cases of non-minimization of the face threat* to act directly and openly by giving advice or warning. From these findings, the writer concludes that positive politeness strategy was the most dominant strategy used by Donald Trump. It can be seen from the way he applied politeness strategy, because he mostly used exaggerate strategy on positive politeness to save the hearer's positive face by showing his interest and sympathy to the hearer.

Keyword: Politeness strategy, Donald Trump, Speech, Pragmatics, Face

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Donald Trump adalah seorang politisi yang kerap kali memberikan pernyataan kontroversial dalam pidato-pidatonya. Namun, tidak semua pidatonya menimbulkan kontroversi, salah satu contohnya adalah pidatonya dalam acara Namaste Trump di India. Dalam pidatonya di acara tersebut, Trump menunjukkan kesantunan dalam berkomunikasi dengan orang lain untuk membangun hubungan yang baik antara pembicara dan pendengar. Hal tersebut membuat peneliti tertarik menganalisis dua permasalahan berikut: (1) Apa saja jenis-jenis strategi kesantunan yang digunakan Donald Trump dalam pidatonya di acara *Namaste Trump* di India? (2) Bagaimana Donald Trump menerapkan strategi kesantunan dalam pidatonya di Acara *Namaste Trump* di India? Dalam menjawab dua permasalahan tersebut, peneliti menggunakan teori strategi kesantunan Brown dan Levinson (1987). Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif, yang didukung dengan metode *content analysis*. Peneliti mengambil ujaran-ujaran Donald Trump dalam pidatonya di acara Namaste Trump di India sebagai data dalam penelitian ini. Hasil penelitian menunjukkan bahwa terdapat 44 data yang mengandung strategi kesantunan dalam pidato Donald Trump, yaitu terdapat dua puluh sembilan (29) *positive politeness strategies*, empat belas (14) *negative politeness strategies*, dan satu (1) *bald on record strategies*. Sedangkan, mengenai cara Donald Trump menerapkan strategi kesantunan dalam pidatonya, ia menerapkan *positive politeness* dengan lebih banyak menggunakan strategi *exaggerate* untuk menyelamatkan wajah positif pendengar. Sementara itu, dalam menerapkan *negative politeness*, ia lebih banyak menggunakan strategi *nominalize* untuk menyelamatkan muka negatif pendengar. Sedangkan, dalam menerapkan strategi *bald on record*, ia menerapkan *cases of non-minimization of the face threat* untuk bertindak secara langsung dan terbuka dengan memberikan nasihat atau peringatan. Dari temuan tersebut, dapat disimpulkan bahwa *Positive politeness strategy* merupakan strategi yang paling dominan digunakan oleh Donald Trump. Hal itu dapat dilihat dari cara ia menerapkan strategi kesantunan dalam pidatonya, di mana ia lebih banyak menggunakan strategi *exaggerate* yang merupakan bagian dari *positive politeness strategies* untuk menyelamatkan wajah positif pendengarnya dengan menunjukkan minat dan simpatinya kepada pendengar.

Kata Kunci: Strategi Kesantunan, Donald Trump, Pidato, Pragmatik, Wajah