**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of Research**

Speech, as a product of spoken communication, plays a role to deliver information in one-way direction. Speech is an utterance with a good arrangement to be delivered to the crowd. Sari (2014: 2) stated that “speech also means the activities carried out in the presence of someone with a lot of people rely on the ability of language as a tool”. In other words, speech has an intention to convince the listener of what the speaker said by using varieties of language as a tool.

The ability to speak effectively and to convince public at once is a need for some people especially who takes influential position in society. During the election period, many politicians do campaign speech to persuade people in order to get a vote. Campaign speech intends to get people’s sympathy and influence the opinion of people to meet the speaker political goals. Gloria & Nwafor (2015: 1) stated that “the campaign speeches are important tools politicians use to express views and feelings to the public with the sole intension of reshaping and redirecting the electorates’ opinions to agree with theirs”. Politicians combine their view and facts which has to be powerful enough to make it convincing.

In this study, the writer chose Donald Trumps’s presidential campaign speech in West Bend, Wisconsin as the data. Donald Trump was one of the American presidential candidates in 2016 along with Hillary Clinton. Commonly, American presidential election has always become the world’s attention. The candidates are expected to be well prepared in delivering speech since it is the battle to win the position to be the ruler of the most superior country. Presidential election involves offering competing narratives, that is, competing visions of the present and the future. “The vision of the present identifies the existing problems, and that of the future is concerned with offering a possible solution to those problems” (Bowers and Daniels in Gunawan, 2017: 50). Those competing narratives opinion attempt to persuade voters to see why a particular candidate would be the most suitable to select.

Therefore, the writer interested on how Donald Trump, one of the American presidential candidates, reached the sympathy of public since he had no experience in politics. The speech itself is chosen as the best speech he ever made by the viewers on video sharing website, Youtube. He successfully won the 2016 presidential election by transferred his political intention and brought the people to trust. As Walton in Elyazale (2014: 2) stated that “the opinions are taken for granted as true regardless of the argument used to support it because it comes from popular belief of a society used in particular context”. Thus, those elements can be related to the presence of presupposition.

The concept of presupposition has a long history in linguistics. According to Hashim and Safwat (2014, 57), “This concept originated in the philosophy of logic, where it is used to denote a special type of implicit information”. Any text/utterance is a combination of explicit meanings; what is actually said and implicit meanings; what is left unsaid but taken as given, as presupposed. Basically, presupposition refers as shared assumptions which can be utterances or sentences, has to be understood easily by the addressee. Yule (1996: 25) states, “A presupposition is something the speaker assumes to be the case prior to make an utterance”. Cummings (2005: 29) also states “It is a general constitute assumptions or inferences that are implicit in particular linguistic expressions”. Those particular linguistic expression are formed by words, phrases and structures, which is called as presupposition triggers. “These triggers realize the projection of the presupposed meaning in sentence and, thus, it makes the hearers ‘take the existence of referent on trust” (Grundy, 2000: 120).

Levinson (1983), calls the term ‘trigger’ as presupposition-generating linguistic item. This means that any linguistic item that can refer to presuppose a meaning in a sentence is known as presupposition triggers. According to Levinson (1983: 181-184), there are thirteen types of presupposition triggers, including definite descriptions, factive verbs, implicative verbs, change of state verbs, iteratives, verbs of judging, temporal clause, cleft sentence, implicit clefts with stressed constituents, comparisons and contrasts, non-restrictive relative, counterfactual relative, and question. Therefore, presupposition triggers could be defined as an indicator to look for potential presupposition inside the text/utterance. Relating to the writer’s data, this study could dig out the speaker’s assumption in making utterances and how it could be realized and taken as true by the listener.

As the explanation above, this study is aimed to figure out the types of presupposition triggers and also to look for potential presupposition derived from its trigger based on the utterances of Donald Trump on his presidential campaign speech by using Levinson’s presupposition triggers theory.

* 1. **Research Question**
		1. What are the types of presupposition triggers found inside the speech?
		2. What presuppositions are derived from the triggers inside the speech?
	2. **Objective of the Research**
		1. To find out the types of presupposition triggers inside the speech
		2. To look for potential presupposition derived from its trigger inside the speech
	3. **The Uses of Research**
		1. **Theoretical use**

Theoretically, the significance of this research is to add more contribution on linguistics especially in pragmatics field. This paper is hopefully useful to enrich the understanding of presupposition triggers in pragmatics especially in speech text.

* + 1. **Practical use**

Practically, this research can be used as an inspiration or reference for the students in English Department to conduct a research for their thesis relating with pragmatics study.

* 1. **Scope of the Study**

The writer scopes the analysis of Donald Trump’s presidential campaign speech by finding the major appearance of presupposition triggers inside his utterances using the theory of Levinson’s presupposition triggers (1983). The writer wants to figure out how Donald Trump is able conveying his political intentions by finding the types of presupposition triggers and looking for potential presupposition inside his speech.