ABSTRACT

An Analysis of Language Style used in Donald Trump’s Inaugural Speech

Argana Satria

14111002

The aim of this research is to know the types of language style in Donald Trump’s inaugural speech, the uses of figurative language and the factors that influence language choice. The writer used qualitative as the method of this research. The data were obtained in the form of video transcription. The data were classified into some types of language style based on Joos theory (1976). There are five types of language style such as: frozen style, formal style, consultative style, casual style and intimate style. Furthermore, the writer analyzed figurative language based on Gill (1995) they are: simile, metaphor, personification, metonymy, paradox, hyperbole, synecdoche. Also, the writer analyzed the factor influencing the language choice based on theory of speaking model by Hymes (1974). There are eight components of speaking model such as: setting, participants, ends, act sequence, key, instrumentalities, norms, and genre.

The data analyzing technique uses qualitative method which using Stake’s (2010) theory. The result of this study shows that there are fifty utterances that has been analyzed and three language styles produced by Donald Trump. The detail of dominant language style used are: the first is formal style, it is founded 44 units, followed by consultative style it is founded 4 units, and casual style only 2 units. Furthermore, the results of figurative language, there are 50 data that has been analyzed. The dominant figurative language used is personification it founded 21 times, followed by metonymy, it founded 15 times, synecdoche 9 times, and the least are hyperbole and paradox only 2 times. The last is factor influencing language choice, the factor P is the most dominant factor since the speech is formal speech.

Keywords: factor influencing language choice, figurative language, language style, speech.