CHAPTER ONE

INTRODUCTION

In this chapter, the writer disscusses some important points related to the introduction of the research. This chapter includes background of study, research questions, research objectives, use of study, and scope of study.

1.1 Background of Study

In spoken communication, people have several ways to share their ideas. Furthermore, in certain situation they usually use certain choice of words with certain expression and intonation. That means they do not always talk in exactly the same way all the time. Therefore, language style is the form of language that the speakers used that are usually measured among a formal-informal scale (Joos,1967). Those depend on the domain of speaking wherein sociolinguistics, it includes age, gender and social background. Those also depend on the situations where they speak such asin palace, church ritual, speech for state ceremony, and some other occasions.

The use of language is not for communication only, but also it is used for other purposes (Chaika,1982)to inform, to persuade, and just to communicate ideas that are expressed in many situationAmong various situations of speaking, speech is one of interesting context groups of people interact for certain purposes. It is usually done by a leader of country, company, community or anyone who can inspire many people. For politician, speech is an effective weapon to persuade and motivate audience if delivered efficiently and convincingly. Therefore,the language contains

in a political speech delivered by the political must have a proper choice of styles so that the ideas will be delivered appropriately for the audiences.

An example of speech is an inaugural address or inauguration. An inaugural address is a speech to mark the beginning of a leader's office term. This kind of speech is usually delivered during the ceremonial induction into a leader position. The most common example of this speech is the inaugural address of a new president of a nation or state. During the inaugural ceremony, the president delivers a speech to inform his/her intentions as a leader.

According to Schaffner (1996) the style used by a politician in his or her political speeches requires the selection of an appropriate style over the others because it will affect thedeliverabilityof ideas hence affect the further decision his or her subordinate will take. In addition, the language contains in a political speech delivered by the president must have a proper choice of styles so that the ideas will be accepted appropriately by the listeners. The styles used by a president in his political speeches need more deliberation than in others because the president's utterances will influence the survival of his people and will become a reference for the subordinate officers and guidelines for all the people under his government. Furthermore, it will be a reference for subordinate officials and guidelines for all citizen under his influence (Beard,2008). To conclude, selection of certain language style is important for a politician.

As a political leader that is influential in the world, Donald Trump is a figure that frequently discussed both in casual conversation and in media. Donald Trump is currently served as the president of United States for period 2017-2022. Trump owns some unique characteristics in speech, not only from the delivery but also the way he delivers his speech is identical.According to Foley(2016) Trump's speech styles is brief and straight to the point that makes him different

with the previous presidents. Therefore, the most previous presidents are mainly formers and senators or governor yet Trump is the one of the presidents who has no political background. Furthermore, Donald Trump is a chairman and president of the Trump Organization who is also well-known as a real estate mogul and TV reality star.

In accordance with the explanation above, the writer is interested in investigates the language styles are used by Donald Trump, especially in his inaugural speech. Particularly, under the sociolinguistics framework in the type of language style proposed by Joos (1967), the writer will focuses his analysis on the types of language and why Donald Trump choose that style in that speech.

1.2 Research questions

Based on background of study, the research questions proposed in this research are:

1. What types of language style are used in Donald Trump's inaugural speech?
2. What are figurative language found in Donald Trump's inaugural speech?
3. What are the factors that influencing language choice usedin Donald Trump's inaugural speech?

1.3 Research Objectives

Related to the previous research questions above, the objectives of this study are:

1. To classify types of language style used by Donald Trump.
2. To analyze figurative languages found in Donald Trump's inaugural speech.

3. To analyze the factor that influencing language choice used in Donald Trump's inaugural speech.

1.4 Uses of Study

In this research the writer use two uses of study theoretical uses and practical uses.

1.4.1 Theoritical Uses

The writer hopes this research gives the contributions and additional knowledge about sociolinguistics study about language style especially the type,the function of language style and figurative language found in political speech.

1.4.2 Practical Uses

The result of this research will provide the type of language style in speech. It is expected that it can be as a reference for another researcher who wants to do the similar research.

1.5 Scope of Study

This study is sociolinguistics study which focuses on investigating the type of language styles used in Donald Trump's Inaugural Speech on January 20th, 2017 in Washington DC taken from ABC News on Youtube. This study will focus on the five language styles proposed by Joos (1976) namely: Frozen, Formal, Consultative, Casual and Intimate Styles. Then, this study focus on figurative languages based on Gill (1995) they are: Simile, Personification, Metonymy, Paradox, Hyperbole, Synecdoche. Therefore, this study also focus on the stylistics devices This study will also focused on the analysis of speaking model by Hymes (1974) the components are: Setting, Participants, Ends, Acts, Key, Instrumentalities, Norms, and Genre.