

## Exploring the Rhetoric of Racism: A Discourse Analysis of Donald Trump's Speech

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### Abstract:

This study aims to identify the types of Critical Discourse Analysis and racism in the Speech of American President Donald Trump which alluded to the death of George Floyd who was repressed by the local police. In addition, the researcher answered several problems in this study by using a qualitative descriptive approach using the Critical Discourse Analysis theory from Van Dijk (1993). And some theory of racism to get the data needed.

**Keywords:** Critical Discourse Analysis; Racism; America

### Abstrak:

Penelitian ini bertujuan untuk mengidentifikasi jenis Analisis Wacana Kritis dan rasisme dalam Pidato Presiden Amerika Donald Trump yang menyinggung kematian George Floyd yang ditindas oleh polisi setempat. Selain itu, peneliti menjawab beberapa permasalahan dalam penelitian ini dengan menggunakan pendekatan deskriptif kualitatif dengan menggunakan teori Analisis Wacana Kritis dari Van Dijk (1993). Dan beberapa teori tentang rasisme untuk mendapatkan data yang dibutuhkan.

**Kata kunci:** Analisis Wacana Kritis; Rasisme; Amerika

## INTRODUCTION

Language is an important component in everyday life. With language, humans can communicate easily and can understand each other. It can be said that language is "a tool for communicating and interacting with the aim of conveying thoughts, ideas, concepts, or even feelings" (Sirbu, 2015). In addition, language does not only function as a means of communication but also has an important role in everyday human life. This allows humans to be able to express themselves, convey ideas and ideas, even convey emotions.

America is a federal country with 50 states. The United States is the fourth largest country in the world in terms of area (after Russia, Canada, and China). The United States is characterized by its great diversity. America is a country that has a population with very contrasting racial differences. Like the black tribe and the white tribe. In America, people

of white tribe is more dominant than people of black tribe. Therefore, people of the black tribe often gets unfair treatment and are often bullied by the people of the United States.

This was experienced by the black African American man George Floyd, he received unfair treatment from the American police, and the police stepped on George's neck to death. this sparked public outrage. Residents took to the streets and clashed with the police. This event was alluded to by the President of the United States Donald Trump in his speech, triggering criticism from various parties.

Basically, racism is defined as negative and unfair actions or treatment of a certain group. (Fish, 2019) stated that racism is likened to a two-way street, where the roles of the perpetrator and the target are not mutually exclusive. In other words, anyone can become a target and perpetrator of racism. Some acts of racism often occur in areas with minority skin colours, cultures and ethnicities. Not infrequently people who are more dominating and feel they are strong will discriminate against racial minorities. With this statement, we can see the limited definition of racism which does not take into account critical things, such as power, privilege, and the society that dominates the environment that can enable and legalize injustice.

Discourse Analysis is concern with the analysis of language in use. It examines how language is structured, how meaning is constructed, and how language functions in specific sosial, cultural, and institutional contexts. Discourse analysis investigate the social, cultural, and ideological dimensions of language use and study how discourse shapes and is shape by power relations, social identities, and knowledge production. They analyze language at various levels, including the organization of texts, the interactional dynamics of conversation, and the broader social and cultural context that influence communicative practices.

The researcher observed an example of cultural contact and racism in one of Donald Trump's speeches which is being widely discussed in the political world in America. In that speech, researchers found that President Donald Trump's actions alluded to George Floyd, a black African-American man who received unfair treatment from the local police. In this study, researchers used Critical Discourse Analysis or Critical Discourse Studies (CDA/CDS) to explore the correlation between the use of language used by President Donald Trump during his speech which aims to allude to the case experienced by George Floyd.

## LITERATURE REVIEW

Language is not only used as a tool to communicate between human beings, but also an identity for a human and it is used universal, especially when viewed from a social and cultural aspect. Language is also what makes a nation evolve and develop over time. When a nation also meets another nation, there is a cultural exchange that gives rise to new languages. Critical Discourse Analysis is a research method that aims to study written and spoken language related to social contexts. It aims to be able to understand and implement how language is used in real life situations. Critical Discourse Analysis focuses on several things, namely: focusing on the purpose and consequences of the types of language, cultural rules and conventions in communicating, communicating values, beliefs, and assumptions, the relationship of language with social, political, and historical contexts. In addition, CDA is also a qualitative research method. According to (Dudley-Evans, 1997)

Racism, the word racism has existed since the second worldwar era, the term "racism" itself appeared when the Nazis carried out a cruel holocaust against the Jewish people in 1930. At that time, the Nazis felt that they were the strongest race on earth, in this era the word racism is aimed at understanding individuals or groups and even institutions that discriminate against or have different and unfair treatment with negative connotations towards certain groups that are considered low or inferior. The understanding of racism implicitly racism is defined as a human or group that has ambiguity in relations between other humans and reduces the emergence of awareness about 'race' in victims of racism.

## RESEARCH METHODS

This research use descriptive qualitative approach. This qualitative descriptive approach can present the meaning, data, and context in detail from the point of view of each individual which can also be defined as a representation of social life and society. In addition, using a qualitative descriptive approach can also identify data based on gestures, habits, and also the meaning that someone says in arguing and discussing. Therefore, it can generate data belonging to the type of CDA and the level of racism described in the previous chapter. This can make it easier for researchers to calculate the frequency of each data obtained.

In conducting this research, this research focuses on the text obtained from the video transcript of the speech of the President of the United States Donald Trump in a conference which alludes to the death of George Floyd. The data analyzed is the meaning of President Donald Trump's utterances. Next, the researcher collects data by looking for sentences that contain the meaning of alluding to the George Floyd case which refers to racism based on Van Dijk's theory (1993).

## FINDINGS AND DISCUSSION

This study uses human instruments, namely the researcher himself. In addition, there is a transcription of the speech of American President Donald Trump in the video supporting the main research instrument. Thus, researchers collect data that is expected manually and without requiring the involvement of other parties, such as interviews.

The researcher presents the results of the research listed in the sub-chapter. Overmore, this sub-chapter aims to answer three research questions related to this study. The first question is relates to the types of Critical Discourse Analysis contained in American President Donald Trump's speech "President Trump on George Floyd Death". Meanwhile, the second question concerns the types and intentions of racism in Donald Trump's speech video "President Trump on George Floyd Death".

### Data 1:

**Trump:** "want to express our nation's deepest, condolences and most heartfelt sympathies to the family of George Floyd a terrible event terrible terrible thing that happened."

**(00:09:00)**

There were several violations committed by American police in the death of George Floyd. Not a few of the citizens of the United States who often carry out racism on black people to act arbitrarily to kill. Even so, many parties assume that the condition is a natural thing because not all police officers behave badly. However, because of the tragedy that occurred to kill a black man from America. However, because the tragic event occurred, President Trump said "A Terrible Thing that happened" for the incident. On the other hand, President Trump also said that he grieved to George Floyd's family.

**Data 2:**

**Trump:** “memory of George Floyd be a perfect memory, let it be a perfect memory the looters. Should not be allowed to drown out”.

**(00:01:35)**

In this case President Trump said that the case that befell George Floyd is an event that must be remembered and will be a perfect event. However, this invites a lot of controversy among people where the people of the United States assumed that President Trump did not feel that the event was a sad event but instead the sentence was considered racist.

**Data 3:**

**Trump:** "Hopefully George looked down now and said. ‘This is a great thing that happens to our country now”.

**(00:01:50)**

In this data Trump states that events that occur in George are a great event. Trump's words refer to George who died at the hands of Minneapolis police on May 25, 2022, invited criticism of social media where Trump showed racism to George and did not try the Minneapolis police who had killed George cruelly.

**Data 4:**

**Trump:** "This is a great, great day for equality"

**(00:02:15)**

The phrase 'great day' from Trump triggered political confusion. The considers were delivered by Trump in YouTube uploads on Friday 5/6 local time, or about 11 days after George Floyd's death at the hands of Minneapolis police tragically. Trump's remarks in the speech became controversial because he was accused by many parties stated that Trump had failed to respond to the issue of racism practices, police brutality, and inequality protested by demonstrators. TRUP is considered less wise in taking words and actions, the article Trump did not act legally the police who were suspects in the case of the death of George Floyd.

## CONCLUSION

After going through the stages of data analysis, the researcher explains the problems and this research. Initially, the researcher found four elements that consist of racism and sentences that consist of Discourse in Linguistics based on American President Donald Trump. In the speech found several sentences that diminished the meaning of satire and racism towards George Floyd. Moreover, there are words that cause controversy on social media so as to reap criticism and unpleasant comments, even the demonstrators also criticized the contents of the speech. This made the community surprised with the contents of the American President's speech which was not fair to one of the police officers who were suspects for the tragic death experienced by George Floyd.

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