THE USE OF LANGUAGE STYLE ON THE VICTORY SPEECH OF DONALD TRUMP AND JOE BIDEN

Putri P Panggabean[1], Sondang Manik[2], Rony Arahta Sembiring[3]

[1,2,3] English Literature Department Faculty of Languages and Arts
University of HKBP Nommensen Medan, Indonesia
Putriplorensia@student.uhn.ac.id

Abstract

This study focuses on the use of Language Style in Donald Trump and Joe Biden's victory speeches and what type of Language Style is dominant in their respective speeches. The research data was collected from the internet. This research uses a qualitative approach. In analyzing the data, this study uses Martin Jooz's (1967) Theory; Frozen Style, Formal Style, Casual Style, Consultative Style and Intimate Style. This study found 50 detected data entered into the Type of Language Style in Donald Trump's speech, namely 27 Formal Style, 13 Casual Style and 10 intimate style. And the researcher also found 50 data that entered into the type of Language Style in Joe Biden's speech, namely 36 Formal Style, 11 Casual Style, 2 Frozen Style and 1 Intimate Style. It can be concluded that Donald Trump and Joe Biden use more Formal Language Style because they speak in serious situations and in a formal place. Meannwhile, they occasionally use other types of Language Style to make listeners interested and understand the message conveyed.

Keywords: Sociolinguistics, Language Style, Speech

1. INTRODUCTION

Language is an interaction tool used by humans. In daily life, language is very important as a tool that tells us what our intentions and our objective are. Everyone must have another way of speaking, and the distribution style is definitely different. As a human being, we need a language to transmit our intentions, our ideas and even our emotions. Language is a communication that uses significant sounds, symbols or signs. Each person needs to have a language style in the same way (Sipayung & Pangaribuan, 2019). Sociolinguistics is a study of social and linguistic relations. Sociolinguistics, learn how the community uses language based on existing factors such as social status, religion, gender, age and education. In addition, the format of a human language is also affected by the situation. Sociolinguistics discusses these questions related to society. This language has a style based on different interaction between humans. Joos(1976) explained that there are five Language Styles. Frozen Style, Formal Style, Intimate Style, Casual Style, and Consultative style. The first Frozen style is the most formal type of language, and is used in strict Secutation and formal rituals. State rituals, sermons, procedures for swearing, law, etc. Second, Formal Style is generally used in state speeches, textbooks, documents, and scientific works. The third Casual Style is generally used in unofficial situations such as talking to friends or family. Usually, four advisory styles are used in regular conversations at schools and meetings. The last is Intimate Style is a language used in a very close conversation with a family member. Language style is a way to express emotions and thoughts verbally in words, hoping readers and listeners to provide meaning and maximum effects. The Language Style must be taken into account by speakers or writers. People must use the right Language Style in various situations. Therefore, it is necessary to consider the language style. The Language Style also affects the interests of readers and listeners. If someone cannot use good languages in various situations, communication is misunderstood. Then, the Language Style must be prudent by adjusting the language style in various situations and conditions. The writer choose Donald Trump and Jo Biden as objects because they are people with very good speech skills.

Donald Trump is a former president and is known for his very optimistic, uplifting and hopeful speechees. In contrast Joe Biden, the President American and it is known that he calms down and relaxes. These are great different skills, and are under the center of attention because they are number one in the United States. The writers chose Language Style as a subject of research because sociolinguistics is linked to community communication, and writers are very interested in social linguistics research. Some researchers lead a research style. One of them is Syafitri (2019) in "Formal and Casual Language Style as Seen In Joko Widodo's selected speech. This study uses Martin Joos' linguistic style theory and a support theory, such as Cresweel (1997) and Sugiyono (2009). In this study, Syafitri uses a qualitative description method. It collects data using documents. The data is acquired from the World Economic Forum in East Asia and Asian and African meetings. And the results of Syafitris surveys show that (1) Joko Widodos speech has two types of Language Style Formal and Informal Style. (2) International language, standard language, and Joke (3) Joko Widodos' speeches have three functions in Language Style. It is a question of improving the taste of listeners and the interests of the listener and of creating the situation. Previous surveys with the title "The Formal and Casual Language Style as Seen in Joko Widodo's Selected Speech" uses the same theory as the writer, that is to say the theory of Martin Joos and the methods used. The difference between this research and the research of the writer lies in the question of research. In other words, Syafitri's search determines the type of Language Style and determines the function of Joko Widodo's speech. The research of the writer analyzes the differences in the Language Style used by Donald Trump and Joe Biden.

Second, Afriza (2017) "Language Style in Exclusive Interview of Jessie J and Sarah Sechan on Net TV" This study uses Chaika's theory (1982: 31) and Keraaf (2002: 17). Identify the type of language style in an exclusive interview. In this study, Afriza uses a qualitative description method. Afriza analyzes and analyzes prayers or dialogue that show video -based Language Styles. Afriza used as an important device to collect and analyze data acquired on YouTube. The results show that there are four types of Language Styles. Informal Style, Casual Style, Consultative style, Colloquial Style. The type of Language Style that appears mainly in exclusive interviews between Jessie J and Sarah Sechan is an Informal Style. In the second previous study, discussed the language style in the conversation between Jesse J and Sarah Sechan on Internet television. The theory used is Chaika's theory, which is different from the research on the writer, but it is the same method as the writer, that is a descriptive qualitative. Afriza analyzes the type of conversation between Jessie and Sarah. Use Chaikas theory to classify the style of language into four types, an Informal Style, a Casual Style, Consultative Style and Colloquial style.

The third Suroso (2018) "An Analysis of Speech Style used by Demond Dos in Hacksaw Ridge Movie". In this study, it is supported by Joos's theory (1976) as the main theory, analyzing data, recording, style, social factors and social aspects (2013). In her research, Suroso uses a qualitative method that uses a critical analysis of discourse when researchers carry out this study. This film was chosen for two reasons. First, this film describes the aspects and problems linked to the Speech Style. Second, Desmond Dos, the main character of the film played by Andrew Garfield, has a variety of speeches that researchers are interested in their research. The researchers concluded that demond Dos had not used his speech for social factors, a dialogue, a situation, a topic and a conversation function. The third previous study, "An Analysis of Speech Style used by Desmond Dos in Hacksaw Ridge Movie", is a study to examine the conversation of the main player in the Hacksaw Movie. This study uses the same theory as the writer's research. In other words, use Martin Joos's theory that divides the style of Language into five types. Suroso uses a qualitative method for data analysis. The difference between this research and research about the writer is that this research aims to determine the type of language style used by Desmond Dos in the movie Hacksaw and calculate the dominant type of language style used. The three surveys were really helpful for writers to prepare this research. The three Previous can also help the writer understand Language Style And the writer is very useful to understand that all structures and content are included in the previous three surveys.

2. LITERATURE REVIEW

2.1. Types of Language Style

Frozen Style is the most formal language style, the unique strict situation and the official ritual, such as state rituals, preaching of mosque, oaths, books, laws, notary advertising and procedures to provide orders. This style is called frozen style because the models and rules are well established and cannot be modified.

Example :

1. Whereas independence is the inalienable right of all nations, therefore, all colonialism must be abolished in this world as it is not in conformity with humanity and justice.
2. And He will raise you up on eagle's wings, Bear you on the breath of dawn, Make you to shine like the sun, And hold you in the palm of His Hand. 'And now, together on eagle's wings.
3. The Bible tells us that to everything there is a season a time to build, a time to reap, a time to sow.

Formal style is generally used in state speeches, official meetings, official communications, religious conferences, textbooks, articles, and scientific works. Official language officials and rules are established in standard and regular methods. For example, a formal example of conversation, such as proposals, meetings, and conversations with the Director of his office. This is an example of this style when a student faces a specific structural manager on a speaker or campus.

Example :

1. My fellow Americans, the people of this nation have spoken. They have delivered us a clear victory.
2. I am humbled by the trust and confidence you have placed in me.
3. I sought this office to restore the soul of America.

Consultative style is commonly used in school conversations, conferences, results, or production conversations at school. Therefore, this style is the most operational style. This style is in a formal style and a relaxed style.

Example :

Student	: Good morning ma'am, can I interrupt the time for a moment??
Teacher	: Yes please, I have free time
Student	: I want to consult about a lesson that I don't understand
Teacher	: Ok, I will explain, please understand and take notes.
Student	: Ok ma'am, thank you

Casual style is commonly used in unofficial situations, such as speaking with families during holidays, exercise and leisure. In this diversity, the allegro format or the shortened discourse are widely used. The words of the components are colored in the local language, in formal and syntax.

Example:

1. You're going to have one of your own in the White House, and Jill is going to make a great first lady.
2. You've become honorary Bidens and there's no way out.
3. let's give each other a chance

Intimate style is used by speakers and speakers with very narrow relationships as family and close friends. This style is characterized by using incomplete and short languages and using unclear joints. This debate occurs among the participants who are already understood and who have the same knowledge. When analyzing a variety of languages as a function of the format level, it actually depends on the state of the situation. This situation is linked to who is talking to, what language is used, who, when, where and what problems?

Example :

1. First, My parents, who I know are looking down on me right now. Great people.
2. And also my late brother Fred, great guy. Fantastic guy.
3. I was very lucky.
4. Great brothers, sisters, great, unbelievable parents.

3. METHOD

The writer used a descriptive qualitative method according to the purpose of this study. According to CreSwell (2016), a qualitative study is a kind of research, exploring a series of individuals or groups of people in social issues. The data was collected in the form of a word as an explanatory explanation. The description method is to explain the accuracy -based phenomenon related to the characteristics of the survey. The writer uses this method. This is because research is intended to essentially explain data in the form of words or written texts. In addition, the data is described on the basis of research problems, language styles and dominant language styles used by Donald Trump and Joe Biden. These research data are obtained from a transcription of Donald Trump's and Joe Bidens Victory Speech. Donald Trump's victory speech was held on Tuesday, November 8, 2016 on Tuesday, 2016 and Joe Biden's victory speech was held on Saturday, November 7, 2020. These data use five languages. Frozen Style, Formal, Consultative, Casual and Intimate Style used in speech.

4. RESULT AND DISCUSSION

The analysis shows that Donald Trump's Language Style used in his victory speech is a formal style, a Casual Style and an Intimate style. Of the three language styles, the most dominant type is 54% of the Formal style, 26% of the Casual Style and Intimate 20%. According to research results, the most common style of the maximum relationship is the most dominant that Donald Trump is used more frequently. In addition, the analysis shows that the type of Language Style used by Joe Biden in the victory speech is 72% Formal style, 22% Casual Style, 2% Intimate style and 4% Frozen style. It seems the most dominant or more frequently seen from the four language styles is the Formal Style. According to the survey, the highest ratio style is the most dominant. The study was based on the data of Victoria by Donald Trump and Joe Biden. As a result of language style analysis using Martin Joos theory. There are five types of language styles: Frozen Style, Formal Style, Casual Style, Consultative Style, and Intimate Style.

Table 1 : Result

No	Types Of Language Style	Donald Trump Speech		Joe Biden Speech	
		Scores	Percent	Scores	Percent
1	Frozen Style	27	54%	36	72%
2	Casual Style	13	26%	11	22%
3	Intimate Style	10	20%	1	2%
4	Frozen Style	0	0%	2	4%
5	Consultative Style	0	0%	0	0%
	Total	50	100%	50	100%

According to the data analyzed, namely the Victory speech by Donald Trump and Joe Bidens, found different points from their speeches. The similarity is that the two events are state events in formal situations, so they are both formal styles. Casual style appears in both, but Donald Trump uses more Formal Style than Joe Biden because of the differences in the two early professions. Donald Trump, who used to be a businessman, made him more relaxed when he spoke. Joe Biden who used to have experience as vice president so he used a style that was not relaxed. In Donald Trump's speech, he thanked my family, friends, and my campaign team one by one, so he has 20% Intimate Style, but Joe Biden didn't mention his family one by one even though he still said thank you and Joe Biden has 2% Intimate Style. In Joe Biden's speech also he quoted biblical poems and encouraged mass speeches, so he has 4% Frozen Style in Joe Biden's speech, but Donald Trump's speech does not have Frozen Style. Donald Trump and Joe Biden's speeches lack a Consultative Style. Victory speech no longer asks questions or answers, but only seeks wishes and desires. In victory speeches, they generally just thank family, friends and the campaign team, and promise that they will celebrate their style of advice in victory speeches.

According to this study, Victoria's speech revealed that there was a difference in the type of Language Style used by Donald Trump and Joe Biden. The Language Style results used by Donald Trump are 54% Formal style, 26% Casual style and 20% intimate style. The frozen type style and the Consultative style are not found in the speech of Donald Trump's victory. Then, the Language style of Joe Biden used were 72% Formal style,22% Casual style, 4% Frozen style and 2% for Intimate. The Consultative Style is not found in the speech of the victory of Joe Biden and Donald Trump after the analysis. Donald Trump, seem to be more relaxed in the speech, but to provide a very serious Donald Trump to provide a proven discourse of the analysis. Donald Trump also expressed his gratitude to all those who supported both his family and his support team, one at the same time. Joe Biden, who was seriously pronouncing a victory speech, asked for his promise and at the end of hostile acts for the elections. He thanked everyone for his followers, but did not mention one by one. Joe Biden also encouraged all people by citing the poems of the Bible in a serious situation without cutting or changing the Bible. The difference between the Language style of Donald Trump and Joe Biden is that Donald Trump uses more informal types than Joe Biden for two different origins. Once a businessman and a television presenter Donald Trump used his Casual Language style, but the most dominant style was the formal style. Likewise, Joe Biden history, once political and vice-president, make him more careful with his speech and have used many formal styles in a discourse, so he uses a more Formal style.

5. CONCLUSION

After analysis victory speech of Donald Trump and Joe Biden, the following conclusion are The three language styles that are found in 50 data from Donald Trump's speech. The three styles are 54% Formal, 26% Casual and Intimate 20%. Joe Biden's 50 Victory speeches have four languages. The four styles are 72% Formal, 22% Casual, Intimate 2% and 4% frozen. The most dominant language style of the two speeches is the Formal Style. 54 % of Donald Trump and 72 % Joe Biden. The reason is that thousands of people participate and transmit in all television stations, and many people, public servants, famous people, some important personality and official events. Donald Trump tends to speak more casually than Joe Biden. Donald Trump also uses a 20 % Intimate style to express satisfaction with family, friends and support teams and Joe Biden is also grateful to his family and friends who supported him using 2% of his intimate style. The Frozen style appeared in Joe Biden's speech, where he encouraged all followers and quoted the Bible poems to give hope. Donald Trump did not use a frozen style at all. And Even in official event has a Casual, Intimate, and Frozen Style. In their victory speech, they used a relaxed style to relax the listener to enjoy the speech. Like other types, listeners understand the speech and make it not monotonous.

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