

**A CRITICAL DISCOURSE ANALYSIS OF MELANIA TRUMP'S
SPEECH AGAINST CYBERBULLYING**

SKRIPSI

*Submitted in Partial Fulfillment of Requirements
for the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

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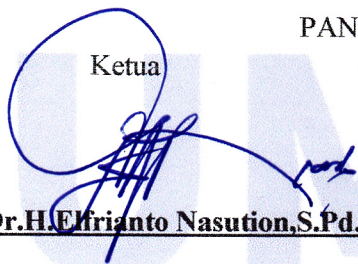
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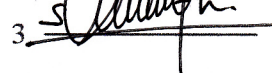
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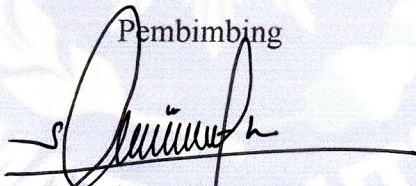
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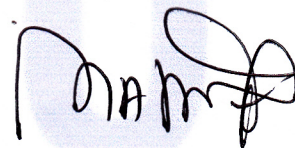
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Dengan ini menyatakan bahwa skripsi saya yang berjudul **“A Critical Discourse Analysis of Melania Trump's Speech Against Cyberbullying”** adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

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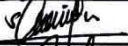


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Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
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	Chapter IV - Data	
	Chapter V - Conclusion, Suggestion	
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ABSTRACT

NadaFarhanna. 1602050058. A CRITICAL DISCOURSE ANALYSIS OF MELANIA TRUMP'S SPEECH AGAINST CYBERBULLYING. Skripsi. English Education Department of Faculty Teacher Training and Education, University of Muhammadiyah Sumatera Utara. Medan. 2021.

This research discusses about Melania Trump's speech about Against Cyberbullying. The objectives of this research were to finding the discourse structures and the ideology behind of Melania Trump's speech. This research used descriptive qualitative method to describe and analyze the data. The analysis focused on the critical discourse analysis on Melania Trump's speech text. The data were the utterances presented by Melania Trump. The technique of data analyzing was from the data reduction, data display and conclusion drawing. The research finding showed that there were 3 kinds of discourse structures, namely Macrostructure, Microstructure and Superstructure. (1)Macrostructure: Thematic, that only has 1 expressions. (2)Microstructure: Syntaxes Style that were divided into 5 categorized from, namely Persuasion which has 5 expressions, Impression Management which has 1 expressions, Cohesion which has 20 expression and Pronoun which has 13 expressions. Semantic Style that were divided into 2 categorized, namely Background and Details which has 1 expressions and Presupposition which has 2 expressions. Stylistic Style that only has 1 categorized namely Lexical Choice which has 2 expressions. Rhetorical Style that were divided into 2 categorized, namely Hyperbole which only has 1 expression and Repetition which has 9 expressions. (3)Superstructure: Schemata, which only has 1 expressions. Cohesion is more dominant element of discourse structures that found in Melania Trump's speech. The researcher found that the ideology behind of Melania Trump's speech was to persuade the audience and parents to fight together cyberbullying.

Keywords : *Critical Discourse Analysis, Van Dijk, Melania Trump, Cyberbullying*

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This research entitled “A Critical Discourse Analysis of Melania Trump’s Speech *Against Cyberbullying*” and it was written to fulfill one of requirement to obtain the degree of Sarjana Pendidikan in Faculty of Teacher Training and Education at University Muhammadiyah of North Sumatera. In writing this research, the researcher faced a lot of difficulties and problems but those did not stop her efforts to make a better one, and it is impossible to be done without helps from others. Therefore the researcher would like to thank:

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The Researcher,

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CHAPTER I

INTRODUCTION

A. The Background of Study

Speaking in public at this time can be said a necessity for some people, because all professions require us to be able to speak in public and presenting well as in teaching and learning activities, promoting something, presenting the show and others. Verderber (2011) states that one form of human communication is a public speaking, that sustained formal presentation by a speaker to an audience. Therefore, learning to be an effective public speaker is essential in communication settings.

Public speaking is a common profession for leaders including : orator, presenter associated with mass media. Bodie (2010) mentions that public speaking is an important part of leadership communication, is a crucial workplace skill, and making presentations is very often a necessary part of work responsibilities. According to Rowh (2009) Public speaking is also an important aspect of perceived leadership, as people who speak well are generally perceived as intelligent and confident, and successful speakers are often seen as leaders.

A well-known leadership role public speaking in public arena is first lady of United States such as Melania Trump of United States (Bryan, 2017). In her speech, Melania Trump believes in her initiative called Be-Best, by teaching our children uplifting, positive, and respectful online interactions, can take them one step closer to the safer lives and incredible future that awaits them.

In her speech text, Melania Trump believes by promoting values such as healthy living, encouragement, kindness, and respect, parents, teachers, and other adults can help prepare children for their futures. With those values as a solid foundation, children will be able to better deal with the evils of the opioid crisis and avoid negative social media interaction. Melania said, “By teaching our children uplifting, positive, and respectful online interactions, we take them one step closer to the safer lives and incredible futures that await them.” She formally introduced the campaign on May 7th, 2018. Following her speech in the White House, United States. The initiative focuses on physical and emotional well-being, and also advocates against cyberbullying and opioid abuse.

A few studies have discussed the issue of discourse analysis in leaders' speeches. For instance, Sharififar & Rahimi (2015) presented the research of “Critical Discourse Analysis of Political Speeches: A Case Study of Obama's and Rouhani's political Speeches at the United Nations”. From the research, they found that presidents' use of modal verbs, especially the frequent use of 'will' and 'can' in presidents' inaugural speeches. Second, regarding transitivity analysis, both addressers' speeches have included the material processes as a process of 'doing' and "happening" more than other processes.

The next is, “A Critical Discourse Analysis of Indonesia Presidential Election In 2014 Giving Speeches In Campaign Debate” by Ikhwan Persada & Jufri Syahrudin (2018). From the research they found from the types of discursive strategies can be concluded that; positive self-presentation, other negative-

presentation, consensus, lexicalization, evidentiality, and number game is dominantly used by Joko Widodo.

There is no one research that analyzes the speech of Melania Trump using Critical Discourse Analysis by Van Dijk. Therefore, this present study aims at filling the gap by analyzing the Critical Discourse Analysis of Melania Trump speech by using discourse structures by Van Dijk (1993). The researcher conducted an analytical framework for studying connections among language, power, and ideology which is called Critical Discourse Analysis. There must be a discourse to analyze social practices influential ideologies and social problems integrated inside of her speech. Frohmann (1994) says that discourse analysis is a way of approaching and thinking about a problem provide a tangible answer to problems based on scientific research, and enables us to understand the conditions behind a specific problem and make us realize that the essence of that problem, and its resolution.

Litosseliti (2010; 79) states that Critical Discourse Analysis researches specifically consider how language works within institutional and political discourse for instance in education, organization, media and government in order to covert social inequality in a social relationship. Meanwhile, Critical Discourse Analysis study becomes noteworthy research since it provides implied information about some case within inequality through social context.

The researcher tried to find the real ideology of Melania Trump's utterances of her speech on Be-Best campaign on 7th May, 2018. Furthermore, this research aimed to explore the reason of the ideology use by Melania Trump.

B. The Identification of the problem

Related to the background above, the problems are identified as below :

1. The discourse structures of Melania Trump's speech.
2. The ideology behind of Melania Trump's speech.

C. The Scope and Limitation

The scope of this research is a concern with the discourse structures using Van Dijk's theory (1993) that divides the CDA structure into macrostructures, microstructures and superstructures of the text and the ideology was used behind of Melania Trump's speech about cyberbullying.

D. The Formulation of Study

From the identification and limitation of the problem above, the research problems were formulated as follows :

1. What were the dicourse structures of Melania Trump's speech?
2. Why the ideology was used in Melania Trump's speech in the way it was?

E. The Objectives of the Study

The objectives of this study can be formulated to provide answers to the problem as in the following :

1. To find the discourse structures in Melania Trump's speech.
2. To analyze the ideology behind of Melania Trump's speech.

F. The significance of the Study

The findings of this study were expected to be useful :

1. Theoretically,

The finding of this study can contribute to the theory of language learning as a linguistic application and also can be reference for further study.

2. Practically,

To other researcher, this study can be a reference and provide information to conduct research in the related field in the future, especially for the english department students of University of Muhammadiyah North Sumatera.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Critical Discourse Analysis

Critical Discourse Analysis explores the connection between the use of language with social context and social differences. Lia Litosseliti (2010: 129) Critical Discourse Analysis has characteristics as social practices, influential ideologies, prevailing social problem and intertextuality. Fairclough (1989) shows that a critical analysis is not only concerned with analyzing texts, but with analyzing the relationships between texts, processes, and social conditions. Therefore, Critical Discourse Analysis serves as one of the tools to analyze the linguistic within the social context. Critical Discourse Analysis could be an approach to reveal the power and social dominance in social construction.

Pennycook (1997: 28) says that Critical Discourse Analysis draws from work carried out in the area known as critical theory, which considers ‘the social, cultural, economic and political ways in which people are inequitably positioned’ as well as ‘how the production and reception of text are ideologically shaped by relations of power’.

Frohmann (1994) states discourse analysis is a way of approaching and thinking about a problem provide a tangible answer to problems based on scientific research, and enables us to understand the conditions behind a specific problem and make us realize that the essence of that problem, and its resolution.

CDA by Fairclough as a dialectical relational approach, means cannot dispartate from language as discourse. Fairclough (2003) argues language in discourse as a written text and oral text means discourse as a process that appears in the text and how discourse exists in other discourse.

Fairclough (1999) argues CDA brings social sciences and linguistics studies together between the dialectical relationship of semiotics and social practice. Fairclough's approach to CDA focusing on three analytical of the communicative event (interaction) as language use, there are text, discourse practice, and sociocultural practice Fairclough (1995). Analytical of text involves a linguistic analysis in the form of vocabulary, grammar, semantics, the sound system, and cohesion patterns in the sentence level. Following SFL, Fairclough views a text from a multifunctional perspective in any sentence in a text of the articulation of these functions, which are representations, relations, and identities. Particular representations are realized in ideational function, which brings a particular ideologies. Particular of identities is realized in the interpersonal function of writer and reader identities, while particular of relations is realized in textual functions, which are the relationship between writer and reader Fairclough (1995:58).

To sum up the explanation above, the writer chooses a communicative event as the study of this analysis. The communicative event consists of three-dimensional models which develop by Fairclough's theory, there is text (description), discourse practice (process analysis), and social practice (explanation).

2. Critical Discourse Analysis by Van Dijk

Critical Discourse Analysis (CDA) is obviously not a homogenous model, or a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis (Van Dijk 1993:131). In a simple explanation, Critical Discourse Analysis studies the connection between textual structures and social context then explores it in the wider social structure. Critical Discourse Analysis focused on the relationship between discourse, power, dominance and social inequality Van Dijk (1993: 249). He further emphasizes the discourse structures into macrostructure, microstructures and superstructure. Macrostructure is regarded as the global meaning which can be observed from the topic/ theme of the text. The microstructure is the text meaning which can be observed through the selection of words, sentences, and style which are applied in a text. Superstructure is an analysis of the scheme or the flow of a text which composed of various element such as introduction, contents and closing (Van Dijk 1993).

Tabel 2.1 Van Dijk's Disdcourse Structure (1993) adopted from Eriyanto (2001: 221)

CDA Structure	Aspect that observed	Element
Macro structure	Thematic (what the speaker said)	Topic
Micro Structure	Syntatic (how the real thought is delivered)	Persuasion, Impression management, Attribution, Cohesion, and Pronoun
	Semantic (the meaning that intended in the text)	Background and detail, Presupposition
	Stylistic	Lexical choice

	Rhetoric(how the way speaker conduct the intention)	Hyperbole, Alliteration, Metaphor, Repetition and Irony.
Superstructure	Schemata	

2.1 Macrostructure

2.1.1. Thematic

Van Dijk in his book *Macrostructures* (1980: 99) determines thematic as the main part of macrostructure levels, it refers to word theme. Eriyanto (2001: 226) states that thematic is the most important structure to examine in macrostructure analysis of Van Dijk. He also elaborates the etymology of thematic that is derived from Greek terms *tithenai* which means to locate. Whereas the textual meaning theme is the main point that the writer or the speaker wants to convey. The theme is often related with the topic because it exposes the most important information that transferred by the speakers. The theme shows the aim, the dominant concept and the speaker intention within the discourse. Thus, to find the theme of the text, the researcher needs to understand the whole text. Each discourse/text has its own theme to represent what the speaker going to deliver to the addresses in public discourse.

2.2. Microstructure of the text

2.2.1. Syntaxes style

According to the result of several types of research (Safitri; 2015, Suseno; 2016) that used Van Dijk theory, syntaxes styles are used in politic manipulation by using sentence form through the use of active and passive sentence, coherence and pronoun. The manipulation through language is hiding meaning by making words that make the less acceptable idea seem positive (Husni, 2020). The use of coherence used by the speaker to give understanding to the audience about the idea that conveyed within the discourse. For example the use of conjunction ‘therefore, the government persuaded employers to hire more minorities’ can be implied that Immigrant have less job opportunities.

Another element is a pronoun that used to manipulate language by creating imaginative community. Another example that oftentimes found as the result of Critical Discourse Analysis research is the pronoun ‘us’. The speaker uses the pronoun ‘us’ to show where the position of the object is belongs to the community. There are some kinds of syntaxes style that need to be analyzed and explored :

a. Persuasion

According to Van Dijk (2008) persuasion is the practice of a legitimate influence through text or talk in which the audience are given true and reasonable information without any distortion, and they possess knowledge and information, and are left free to process information and believe in the way they like. The form

of persuasion sentence could be identified by the use of passive sentence in the discourse, but need to be noticed that not all of the passive sentence has the aim to persuade the addressee. Another persuasion strategy is repetition which it could be an indication of the importance of the text because it will affect the hierarchical structuring of topical information. It often signaled by repeated information in discourse. Each text has its own aim to inform and meaning in the way the speaker deliver it, the persuasion used to know what exactly the thoughts are, how and where it represented. The use of persuasion not only appears in the repetition of the direct sentence but also can be noticed from the outline of the text.

b. Impression Management

Some impression-management research deals with the discursive antecedents, such as the presence of positive self-description, or the performance of kind verbal acts, such as greetings or self-disclosure (Schneider, 1981: 112). This phenomenon encountered in interviews about minorities and political debate. The speaker often expresses moderate views, for example by avoiding delicate issues, for instance by withdrawing or changing the topic. However, a negative evaluation of the speaker does not always lead to less persuasion. This also depends on the social characteristics of the speaker. people who are more credible or powerful, for example, because of knowledge or status, may be more aggressive in defending their points of view than less impressive speakers.

c. Attribution

According to Baron K Byrne (1979) attribution is to deduce the motives, intentions, and characteristics of others by looking at their apparent behavior. Attribution as a form of excuse is part of strategies of positive self-presentation such as in the analysis of conversation about minorities. The idea of attribution also can be noticed by negative perception and representation of another group of people. The way of doing attribution can be recognized through recall the past case that related to another group based on the speaker's knowledge and perspective. Many experiments are based on information about action and actors that is presented to experimental subjects in the form of discourse, for example, stories (Hewstone 1983: 22). This self-serving aspect of attribution bias not only holds for individuals but generally for group members, when they explain negative actions or failures of other members in a situation of intergroup conflict.

d. Cohesion

Bussmann (1998: 199) claims that cohesion refers to various linguistic means in which sentences 'stick together' and are linked into larger units of paragraphs, or stanzas, or chapters. A paragraph has good cohesion when each sentence is clearly linked to the next. The use of sentences must be coherent in text and meaning. Cohesion as the part of Syntaxes structure in Critical Discourse Analysis has a function in case the correlation of each sentence in one paragraph. The term cohesion continuously related to the use of conjunction in the text. In line with McCarthy (in Pratiwi, 2018, p. 18) argued "A conjunction does not set

off a search backward or forward for its referent, but it does presuppose a textual sequence, and signals a relationship between segments of the discourse". It is definitely argued that a conjunction involving the relationship between words, sentences, clauses, and phrases that join with a textual sequence and signals that also have a meaning as conjunctive in a sentence. There are three types classification of conjunctions namely: (1) coordinating conjunction, (2) correlative conjunction and (3) subordinating conjunction (Warriner; in Prawoto, 2016, p. 27).

a) Coordinating Conjunction

Coordinating conjunctions in words or groups of words of equal parts. Coordinate conjunction joins structural units that are equal grammatically. The conjunction derives before the last unit and is grammatically independent of this unit. The conjunction joining together two statements or clauses of equal rank is called a coordinating conjunction (Wren & Martin, 2000, p. 151). The common kind of coordinating conjunctions are For, And, Nor, But, Or, Yet and So (Wren & Martin, 2000)

b) Subordinating Conjunction

Subordinating conjunction joins a clause to another which depends for its full meaning (Frank, 1972, p. 215). The kinds of subordinating conjunction are: if, though, although, even though, since, because, when, while, before, after, where, wherever, so, whatever, who, whom, as well as with words such as how, when, where, and wherever. Furthermore, a subordinate conjunction introduces a

clause that depends on a main, or independent clause because a subordinate (or dependent) clause does not express a complete thought and cannot stand alone (Warriner, 1982).

c) Correlative Conjunction

Correlative conjunctions are always found in sets and have other words dividing them: either ... or, neither ... nor, both ... and, not only ... but also, wheter ... or, from ... to, between ... and, if ... then, not only ... but also. They always set in pairs from each other that serve as a conjunction, connecting two words, phrases or sentences. It is joining several sentence elements that should be preserved as grammatically equal (Wren & Martin, 2000).

e. Pronoun

Langan (2003: 197) states that pronoun are words that take the place of noun (words for person, place or things). Pronoun is use to manipulate language by creating imaginative community. The pronoun refers to the people itself, people as members of the community and has its implicit meaning in it. The speaker uses a pronoun to show where the position of an individual or community for example, the pronoun 'us' and 'our' usually use for positive representation of the speaker's community. Another function of the pronoun is to show the social power and hegemony in the social structure. The pronoun 'I' and 'you' often times used to show the speaker's intention. The pronoun 'I' used as a personal attribute that shows the subjective approach of the speaker in speech, while 'you'

could be influential pronoun to show the concern of the speaker towards the audience (Memon 2014: 92).

2.2.2. Semantic style

According to Geoffrey Leech (1997) semantic deal with meaning. Van Dijk recognizes the terms. Semantic as the categorizing of local meaning; sentences, proportions that build particular meaning in a text- which called superstructure. Each sentence of each word proportion could be analyzed semantically. Deals with it, there are explicit and implicit meaning in discourse analysis. Semantics analysis aims to find the meaning of the text. The meaning of the text can be seen from the kind of semantic style which are background details and presupposition.

1. Background and details

Background refers to the additional information of each perception of the speaker. According to Hopper (1979) the less-salient information, that which does not advance the discourse, is called the “background” and the most salient information in each genre are considered the “foreground” of the discourse, that which moves it forward. Backgrounds are able to influence the meaning of the text. The background that choose by the speaker determined the tendency of the speech.

2. Presupposition

According to Yule (1996: 25) a presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have

presuppositions. The other device in microstructure is the use of presupposition. The presupposition is the statement of the speaker that requires or implying as an antecedent condition, and effect presupposes a cause.

2.2.3. Stylistic Style

Stylistic style is the particular way of the speaker to convey their intention by using language as their tool. Peter Verdonk (2002) explains stylistics as the analysis of distinctive expression in language and description of its purposes and effects. Stylistic included lexical choice that used by the speaker. According to Sujiman, lexical choice does not merely exist in a word, but also can be phrase or utterance to name a subject, object or situation (Alex Sobur, 2006: 117).

2.2.4. Rhetoric Style

Rhetoric is a way to persuade and strengthen the particular information that wants to be shown to the reader or hearer by using language style. According to Aristotle (1967) the definition of rhetoric is the art of being able to see what is likely to be persuasive in every case. The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, irony and metonymies. In textual analysis, the author expresses the things that would be stressed to the public, usually in form of graphic, pictures, raster or table to support or hidden another part to be shown. The author is not merely conveying the main information, but it shows the metaphor to ornate the text. It used as the main thought to support the particular idea to the public (Alex Sobur, 2006: 119).

a) Hyperbole

McCarthy and Carter (2004) and Cano Mora (2006) use cues to identify hyperbole such as the presence of extreme case formulations (i.e., expressions at the edge of a semantic scale), intensification, the creation of impossible worlds and counterfactuality not presented as a lie.

b) Alliteration

Alliteration is the repetition of an initial consonant sound. The repetition of the same initial letter, sound, or group of sounds in a series of words. Dewinda (2013) stated that Alliteration is an affirmative language style by repeating a word that has been said many times to create a solid and attractive impression

c) Metaphor

According to Keraf (1994: 139) metaphor is variety of analogy which compare two things directly, but in short pattern. It means that between subject and object have same attributes, and writer uses it to compares it to another.

d) Repetition

Repetition is an instance of using a word, phrase, or clause more than once in a short passage. According to (Merritt 1994, 1998) repetition is a resource that is always available and can be used to do many different things and this affordance is significant for language socialization.

e) Irony

McArthur (1992: 532) stated that irony refers to words with an implication opposite to their usual meaning. According to Diyyani (2004:933), irony almost arises from a contrast or discrepancy between what happens and what has been expected to happen. Irony takes place when the opposite of what a person intended to do, or expected to happen, occurs instead. It is also an incongruity in expectation and actuality. Irony can be dramatic (a play), verbal (a statement) or situational (an event).

2.3 Superstructure of the text

2.3.1 Schemata

According to Van Dijk (1983) superstructure analysis is an analysis of the scheme or the flow of a text. As well as a building, a text is also composed of various elements, such as the introduction, contents, and closing, which must be arranged in such a way to form a complete and interesting text.

3. Ideology

According to Fairclough (1995), ideology is defined as the involves of the description in the world from the perspective of a certain interest. Jost (2007) ideology refers to the system of interrelated the beliefs and values belonging to an individual or group and not exclusively in political realism. The conception of ideology represents a problematic concept, which is ideology has been several conflicting definitions. Thompson (1990) said that the conception of ideology has two basic categories, there are neutral conceptions and critical conceptions.

Thompson (1990: 56) defines ideology belonging to the critical conceptions category, which is the function of the ways meaning serves to establish and sustain the dominance relation.

Through the explanation above, ideology by Thompson as a socio-cognitive schema to reproduce, challenge, or resist the asymmetries of power relations. The sociocognitive approach takes in a view of ideology as a property of the mind, includes ideas, beliefs, values, and judgment and shared by members of social groups and relates with the social, economic, and political interest Van Dijk (1995).

Ideology organizes an attitude and knowledge of the members and has an impact on their social practices. A social practice built into and realized through the meaning or the practice form, including discourse. The roles of the mediator are between the social representation and realization in the group of members, which played by the mental model as a mental representation from itself an experience, events, and situations Van Dijk (1995).

4. Speech

According to (Hornby, 1995) speech is the action of speaking in the form of a formal situation and given to an audience to express the thoughts.

The second definition of speech is a formal address or discourse delivered to an audience. It means that there is one person as the speaker who talks about certain topics in front of people. That second definition is under the Anwar's definition in his book entitled *Teori dan Praktek Pidato* explains that speech is a

process to deliver an important problem verbally to the public in official situation Anwar (1997:17). It is also related, basically anyone can do a speech, but if it is done to the public and in an official situation, so only certain people who can do which normally the person who has the power, which is in this case, is a leader.

Speech is commonly used by a leader which is in the form of an utterance with a good arrangement to be delivered to the people with a specific purpose. Saint Augustine of Hippo wrote about three specific speech purposes from Stand Up, Speak Out: The Practice on Ethics of Public Speaking Book (2016) :

1. To teach (provide people with information)
2. To the delight (entertain people or show people false ideas), and
3. To sway (persuade people to a religious ideology) It means the message aims to be followed or be a role model for others who hear and observe. In this case, the speaker is a role model for the mob.

5. Cyberbullying

The term “cyberbullying” is used broadly, both in colloquial and formal use. Patchin and Hinduja (2006) define cyberbullying as “willful and repeated harm inflicted through the use of computers, cell phones, or other electronic devices.”

Kowalski (2014) says that “the use of electronic communication technologies to bully others.” The use of different operational definitions has affected a great deal of the research, including reported prevalence rates, which show wide variation. Lapidot-Lefler & Barak (2012) other behaviors, such as

online gossip or rumors, teasing, defamation, and cyber ostracism via computer-mediated communication are considered cyberbullying.

6. Melania Trump

First Lady, Melania Trump is a former model and the third wife of U.S. President, real estate billionaire, and former reality TV star Donald Trump. Melania Trump was born in Melanija Knavs, Germanized to Melania Knauss on April 26, 1970, in Novo Mesto, Slovenia (then part of communist Yugoslavia). Her father was a car dealer and her mother was a designer for children's clothing. She grew up in a modest home with her younger sister and later discovered she had an older half brother, whom her father had from a previous relationship.

Melania Trump began modeling at age 16, and two years later she signed on with an agency in Milan. She enrolled at the University of Ljubljana but dropped out after one year to pursue her modeling career.

In her early days of modeling, Melania Trump worked in Milan and Paris, before moving to New York in 1996. There she gained steady work, working with well-known photographers like Patrick Demarchelier and Helmut Newton, and landing covers on magazines such as Harper's Bazaar (Bulgaria), Vanity Fair (Italy), GQ (for which she posed nude in January 2000) and the Sports Illustrated Swimsuit Issue.

Melania met her future husband Donald Trump at a New York fashion party in 1998. Although she first refused to date him, the couple eventually began

establishing a relationship and were engaged in 2004. The following year they married in a lavish Palm Beach, Florida, ceremony, with celebrity attendees including Shaquille O'Neal, Barbara Walters, Kelly Ripa, Matt Lauer, Katie Couric, former President Bill Clinton and then New York Senator Hillary Clinton.

Melania Trump officially launched the multifaceted, child-focused initiative she will champion from the White House. Her new awareness campaign, called "Be Best," is dedicated to children's well-being, cyberbullying and opioid abuse.

As a mother and First Lady, Melania Trump said she wants every child to know that it is "safe to make mistakes and there are supportive adults and friends nearby to catch them" if they fall. The initiative appears to focus primarily on helping kids build a strong foundation for the future, harnessing tools that can help them develop emotionally and socially so they can use be nice to themselves and others and make a positive use of social media.

She was interested in using her perch in the East Wing to combat cyberbullying on the campaign trail, a decision that many called hypocritical given her husband's own social media habits and penchant for dishing out low blows. The First Lady responded to that criticism during an appearance with tech leaders in March.

"I am well aware that people are skeptical of me discussing the topic," she said at the time. "I have been criticized for my commitment to tackling this issue

and I know that will continue, but it will not stop me from doing what I know is right. I am here with one goal: helping children and our next generation.”

Her travels as First Lady seem to have also influenced her White House focus. Though she has been somewhat reclusive during her time at the White House, the First Lady has visited hospitals across the globe and visited with families impacted by the opioid epidemic. A through line of the announcement on Monday was Trump’s commitment to fighting opioid abuse.

B. Relevant Study

To support the analysis, the writer presents the research that relevant to the study.

The first is, by Sharififiar & Rahimi, Kerman Institute of Higher Education, Kerman, Iran (2015) presented the research of “Critical Discourse Analysis of Political Speeches: A Case Study of Obama’s and Rouhani’s political Speeches at the United Nations”. The paper aimed to survey the art of linguistic spin in Obama’s and Rouhani’s political speeches at the UN in September 2013 by using Halliday’s Systemic Functional Linguistic. From the research, they found a good results. The first is from modality metafunction, it can be understood that presidents' use of modal verbs shows their firm plan to fulfill the tasks and make their language easy as much as possible as well as shortening the distance between the president and the audience. Another role of modal verbs, especially the frequent use of 'will' and 'can' in presidents' inaugural speeches, can persuade the audience to have faith in the government's ability about the

difficulties that their country may confront in the future. Second, regarding transitivity analysis, which is based on different processes, both addressers' speeches have included the material processes as a process of 'doing' and "happening" more than other processes. This is especially prevalent in Obama's inaugural speech. It can be realized that one of the notable functions of this process regards to president's activities and his government. Their study has a different method with the researcher because the researcher using the method from Thomas N.Huckin, while their research using Halliday's Systemic Functional Linguistic.

The next is, "A Critical Discourse Analysis of Indonesia Presidential Election In 2014 Giving Speeches In Campaign Debate" by Ikhwan Persada & Jufri Syahrudin English Department Faculty of Languages and Arts, University of Negeri Padang (2018). The methodologies of the research were using Van Dijk's (2004) theoretical framework that adopted from Politics, ideology, and discourse that used to identify the discursive structures within the transcription of political campaign debate and to find out the ideology underlying them. From the research they found from the types of discursive strategies can be concluded that; positive self-presentation, other negative-presentation, consensus, lexicalization, evidentiality, and number game is dominantly used by Joko Widodo's political debate campaign in 2014 to get paid attention and change the way of public thinking and point view about the candidates do in the five years of his administration. Their study has different aims with the researcher that is to describe the language, power, and ideology using Huckin's method while their

study to expanding readers' critical thinking abilities in comprehension and production of language using Van Dijk method.

The last is, "Critical Discourse Analysis on Kompas.com News: Gerakan #2019GANTIPRESIDEN" by Hendri Pitrio Putra, University of Negeri Yogyakarta (2018). The research used the three-dimensional critical discourse analysis approach by Norman Fairclough to describe systematically the fact and characteristics of the data. The approach puts discourse as power (Asher & Simpson 1994, 940) or views discourse as a reflection of relations in society. It aims to describe the micro, mezzo, and macro as well as the social, political, and cultural situation from the linguistic aspects in Gerakan #2019GantiPresiden di Antara Ambiguitas Hukum dan Syahwat Politik text. The research found some result, the first is, Kompas.com used many dictions to describe the conflict occur as the effect of the movement #2019GantiPresiden. Second, Kompas.com used causal sentences. It can be seen from the conjunctions used. The study has different method because this study using three-dimensional critical discourse analysis approach by Norman Fairclough to describe systematically the fact and characteristics of the data, while the researcher using three CDA methods of Huckin; analyzing the text with the features associated with the text as a whole, analyzing the text with the features associated with the text in sentence-level and word-level and analyzing the findings through the contextualized interpretation.

C. Conceptual Framework

Speech can be used as a tool to construct reality, self-image, public opinion, and the new meaning of certain experiences. The speech is a great tool to get everyone's support. Such support can be created by having trust from audiences. In order to obtain a trust which is believed to be a truth or reality, language skills are very necessary for drawing up the text of the speech. Thus, the text of Melania Trump's speech is one form of language consisting of a set of sentences that have a sense of relationship with one another.

Critical Discourse Analysis (CDA) is an interdisciplinary approach to the study of discourse that views language as a form of social practice and focus to analyze the meaning of the speech text with combine it with another approach to support the main theory.

Using critical discourse analysis in Melania Trump's speech, the researcher going to explore more about the element of Critical Discourse Analysis by using Van Dijk Theory and combine it with Socio Cognitive Approach to reveal the order of the speech. The researcher going to explore the words and sentences that uttered by Melania Trump.

This research served serial answers of what are the Critical Discourse Analysis structure of the text including macrostructure, microstructure of Melania Trump's speech and what is the ideology behind of her speech.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

In this study, the researcher chooses qualitative method. Litosseliti (2010:52) states that qualitative research concerned with structures and patterns, and how something is. Sutopo (as cited in Sholawat, 2017) adds that the descriptive method is done naturally by analyzing in a manner of objective and factual. This study aimed to analyze the discourse structure and the ideology behind Melania Trump's speech using Van Dijk's theory (1993).

B. Data and Source of Data

In this research, the data was the script of the speech from subtitle text that taken from the youtube with url <https://www.youtube.com/watch?v=LZgjNv8kGR8> on May 7th,2018.

C. Techniques of Data Collection

The researcher used a method of collecting data based on Sudaryanto (1986:33) mentions five techniques of data collecting technique in linguistic research :

1. Searching the video and the transcript

The researcher searched Melania Trump's speech video and the script. Then the script was needed to give valid data of the entire utterances of the speech.

2. Downloading the video and the transcript

The video and the transcript were downloaded from youtube with url <https://www.youtube.com/watch?v=LZgjNv8kGR8> while the video and the transcript were to represent the real situation of the speech.

3. Identifying

The next step of data collection was identifying, in this step the data were then classified data and also report the findings. The researcher explored the words and sentences that uttered by Melania Trump using Critical Discourse Analysis based on Van Dijk's theory (1993).

4. Note Taking

The researcher transcribed the speech text from the source of the article to easily classify them.

5. Displaying

The last step in collecting data was displaying. Displaying is an activity to display the data collected by the researcher. The collected data were ready to be analyzed.

D. Techniques of Data Analysis

In this study, the researcher used the technique of data analysis based on Miles and Huberman (1994) proposed by Sugiyono (2014) which is involving three steps: data reduction, data display, and conclusion drawing/verification.

1. Data Reduction

The first step in analyzing qualitative data involves data reduction. Sugiyono (2014:247) says that data reduction means summarizing, choose the basic things, focusing on important things, look for themes and patterns Sugiyono (2014:247).

The irrelevant data is the data no relation with the theme of the study but related to the research. Next, after collecting and reducing the data, the researcher displayed those data in the form of descriptive.

2. Data Display

The second step is the data display. A display is an organized, compressed assembly of information that permits conclusion drawing and the action (Miles and Huberman 1994).

3. Conclusion Drawing/Verification

The third step of qualitative data analysis is conclusion drawing and verification. From the start of data collection, the qualitative analysis is beginning to decide what things mean is noting regularities, patterns, explanations, possible configurations, causal flows, and propositions (Miles and Huberman 1994).

CHAPTER IV

RESEARCH FINDING

A. Data

The data of this study were collected from the video of Melania Trump's speech *Against Cyberbullying* on youtube with url <https://www.youtube.com/watch?v=LZgjNv8kGR8> with a duration of time 14:15 and consisted of three discourse structures, namely macrostructure, microstructure and superstructure. The detail analysis will be further presented in this chapter.

B. Data Analysis

1. The discourse structure of Melania Trump's speech

After analyzing the data, the researcher found 56 discourse structures which consist of 1 expression of thematic, 5 expressions of persuasion, 1 expression of impression management, 0 expression of attribution, 20 expressions of cohesion, 13 expressions of pronoun, 1 expression of background and detail, 2 expressions of presupposition, 2 expressions of lexical choice, 1 expression of hyperbole, 0 expression of alliteration, metaphor and irony, 9 expressions of repetitions and 1 expression of schemata. The data can be seen in table 4.1 below:

Table 4.1 The Table of Discourse Structure in Melania Trump Speech

No	Discourse Structure by Van Dijk		Number	Percentage
1	Macrostructure	Thematic	1	1,78%
2	Microstructure	Syntaxes Style		
		1. Persuasion	5	8,92%
		2. Impression management	1	1,78%
		3. Attribution	0	
		4. Cohesion	20	35,71%
		5. Pronoun	13	23,21%
		Semantic Style		
		1. Background and details	1	1,78%
		2. Presupposition	2	3,57%
		Stylistic Style		
		Lexical Choice	2	3,57%
		Rhetoric Style		
		1. Hyperbole	1	1,78%
		2. Alliteration	0	
		3. Metaphor	0	
		4. Repetition	9	16,07%
5. Irony	0			
3	Superstructure	Schemata	1	1,78%
Total			56	100%

Based on the table above, it can be seen that there were 1 thematic (1,78%), 5 persuasion (8,92%), 1 impression management (1,78%), 20 cohesion (35,71%), 13 pronoun (23,21%), 1 background and detail (1,78%), 2 presupposition (3,57%), 2 lexical choice (3,57%), 1 hyperbole (1,78%), 9 repetitions (16,07%) and 1 schemata (1,78%).

2. The ideology behind of Melania Trump's speech

2.1. Macrostructures of the Text

Macrostructure element of the text is the fundamental element that needed to analyze the text. For more details were described as follows:

2.1.1 Thematic

Van Dijk in his book *Macrostructures* (1980: 99) determine thematic as the main part of macrostructure levels, it refers to word theme. Thematic analysis is the first analysis of Critical Discourse Analysis in Van Dijk's theory, there are two points that should be noticed in this stage of analysis; topic and theme of the discourse. The data can be seen as follows:

Data 1

Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.

I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy and balanced life, so today i'm very excited to announce be best and awareness campaign dedicated to the most valuable and fragile among us our children.

This speech delivered the main theme of cyberbullying, the major issues facing children today, with the goal of encouraging children to be best in their individual paths, while also teaching them the importance of social, emotional, and physical health. The researcher found the topic that noticed in this speech which refers to this theme. The topic that supported the theme is the issues that

happened in adulthood and children right now and promoting healthy, secure, and positive online behavior for children.

2.2. Microstructure of the Text

There were four types of structures as the main part namely syntaxes structure, stylistic structure, semantic style and rhetoric structure. For more details were described as follows:

2.2.1. Syntaxes Style

a. Persuasion

According to Van Dijk (2008) persuasion is the practice of a legitimate influence through text or talk in which the audience are given true and reasonable information without any distortion, and they possess knowledge and information. There were totally 5 persuasion utterances in Melania Trump speech. The data can be seen as follows:

Data 2

*I believe our responsibility lies in the critical time before a child reaches adulthood. **Let us teach children the importance of all aspects of their well-being which includes a social emotional and physical health there are too many critical issues facing children today.***

In the first data, the indication of persuasive strategies can be found in the context of the sentence. The speaker tries to persuade and to invite parents to better understand emotions and teach their children the importance of all aspects of well-being including socio-emotional and physical health. Because there were

too many critical problems facing children today, so their children can feel safer and more comfortable when parents understand their problems too.

b. Impression Management

Some impression-management research deals with the discursive antecedents, such as the presence of positive self-description, or the performance of kind verbal acts, such as greetings or self-disclosure (Schneider, 1981: 112). There is only 1 impression management utterances in Melania Trump speech. The data can be seen as follows:

Data 6

Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.

The sentence above can occur in the expression of impression management since it occurred in the first thing that the speaker said after her greeting as the first impression that conveyed to the audience. Melania Trump starts the speech with a greeting for the audience to build the first impression. She also uses the word "first lady" to show her power. Then she continued with the sentences *...it concerns me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions and oftentimes turn to form of destructive or addictive behavior such as bullying, drug addiction or even suicide.* This means that she wants to be a better and better person for everyone and every child as the first lady of the United States and to be more concerned with the problems facing children today.

c. Attribution

According to Baron K Byrne (1979) attribution is to deduce the motives, intentions, and characteristics of others by looking at their apparent behavior. And there is no attribution in Melania Trump's speech because Melania Trump only delivers a public speech about cyberbullying and does not argue with someone or a group.

d. Cohesion

Bussmann (1998: 199) claims that cohesion refers to various linguistic means in which sentences 'stick together' and are linked into larger units of paragraphs, or stanzas, or chapters. The next stage to analyze is the use of conjunction in Melania Trump's speech. The researcher elaborates on the use of coordinating conjunction, subordinating conjunction and correlative conjunction through the transition of the exact topic that uses by the speaker. There are totally 20 conjunctions that used in Melania Trump's speech. The data can be seen as follows:

1.1 Coordinating Conjunction

Data 8

a. And

*Every child should know it is safe to make mistakes and that they are supportive adults **and** friends nearby to catch them if they fell.*

This conjunction used to combine two words, phrases, clauses or sentences in an equal position. And in the sentence above, the purpose of Melania Trump is the mistakes that made by children are normal so that they can learn from their

mistakes and be more careful while assuring them that there are parents who will help them when they are in trouble. There were 7 conjunctions “**and**” utterances in Melania Trump speech.

Data 14

b. Or

*It concern me then in today’s fast-paced and connected world children can be less prepared to express **or** manage their emotion.*

This conjunction used to connect two equal elements by choosing one of two or more things. In the next sentence, Melania Trump revealed his concerns faced by adolescents and children. There were 2 conjunctions “**or**” utterances in Melania Trump speech.

2. Subordinating Conjunction

Data 16

a. If

If we truly listen to what our kids have to say, whether it be their concern or ideas adults can provide them the support and tools they need to grow up to be happy and productive adults who contribute positively to society and their global communities at the same time

This conjunction used to explain the conditions for something that can happen. in the above sentence, Melania Trump stated that if we as adults and as parents care with what is expressed by our children, then they will be a happier person and more concerned with others. There are 2 conjunctions “**if**” utterances in Melania Trump speech.

Data 18

b. Since

*Kalani and her family have joined us here today and i'm happy to report them **since** posting her video.*

This conjunction used to describe when a job or thing started. In the sentence above, Melania has a guest named Kalani Goldberg, an eighth grade student from Arizona who is being bullied by people on social media, and Melania also proud of Kalani for daring to post a video stating that she felt hurt by the comments of people in social media. There was only 1 conjunction “**since**” utterances in Melania Trump speech.

Data 19

c. Because

*So that infants born dependent on drugs are given the best opportunity to thrive they have been successful in this endeavor, **because** parents are also given the support and tools needed to recover and succeed.*

This conjunction used to combine two sentences which have the meaning of cause and effect. In the sentence above, Melania Trump explained about Lily's place in West Virginia, which is a place to provide medical care to babies suffering from Neonatal Abstinence Syndrome and help end the cycle of addiction. There was only 1 conjunction “**because**” utterances in Melania Trump speech.

Data 21

d. When

*I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that **when** they are using their voices whether verbally or online*

This conjunction used to explain the relationship between two things or events either equal or unequal. In the sentence above, it is almost the same as Melania Trump's previous statement, that is their job as parents is to educate their children so that they are wiser in behaving directly or in social media. There are 2 conjunctions “**when**” utterances in Melania Trump speech.

Data 22

e. While

*I want to thank the many people i have met with and learned from over the past year **while** researching these viral topics on behalf of children*

This conjunction is used for an ongoing action that occurs at the same time. In the sentence above, Melania Trump thanks to important people such as representatives from Google, Facebook, Microsost and others for helping to handle this cyberbullying case. There was only 1 conjunction “**while**” utterances in Melania Trump speech.

Data 23

f. So that

*I'm asking you all to join me in providing support and guidance to our children **so that** we can make a real difference how we raise and educate our children...*

In the sentence above, Melania invites parents to be more supportive and guide their children for a better future. There was only 1 conjunction “**so that**” utterances in Melania Trump speech.

Data 24

g. As well as

*I want to thank the many people i have met with and learned from over the past year while researching these viral topics on behalf of children, this includes the cabinet secretaries who have joined us here today **as well***

as representative from Microsoft, the Google, Facebook, Twitter, Snap, Amazon, National Safety Council and so many more

As well as is a conjunction or conjunction that can connect two phrases, two words and two sentences. Same as the previous sentence, Melania Trump thanks to important people for helping to handle this cyberbullying case. There was only 1 conjunction “**as well as**” utterances in Melania Trump speech.

3. Correlative Conjunction

Data 25

a. Between ... and

*Let us teach our children the difference **between right and** wrong*

This conjunction is used to describe a relationship involving two objects, two animals, or two people. Same as the previous statement, in that sentence, Melania Trump invites parents to teach their children to distinguish what is right and what is wrong in behavior. There was only 1 conjunction “**between ... and**” utterances in Melania Trump speech.

Data 26

b. Wheter ... or

*If we truly listen to what our kids have to say, **whether** it be their concern **or** ideas adults can provide them the support and tools they need to grow up to be happy and productive adults who contribute positively to society and their global communities at the same time.*

This conjunction used to express doubt between two possible option. Same as the previous statement, Melania Trump stated that if they want their children to be wiser and more productive, parents must give full support to their children. There was only 1 conjunction “**wheter ... or**” utterances in Melania Trump speech.

e. Pronoun

Langan (2003: 197) states that pronoun are words that take the place of noun (words for person, place or things). The researcher elaborates on the use of personal pronoun and possessive adjective pronoun through the transition of the exact topic that uses by the speaker. There are totally 13 pronoun that used in Melania Trump speech.

1. Personal Pronoun

Data 27

I feel strongly that as adults we can and should be best at educating our children.

The most frequently uttered pronoun is “**i**” which has the categorical meaning to represent the power of the speaker.

Data 28

If we truly listen to what our kids have to say, whether it be their concern or ideas adults can provide them...

The pronoun “**we**” has the categorical meaning to represent Melania Trump between the audience.

Data 29

*Once a child understands these vitals skills **they** will be able to communicate openly with...*

The pronoun “**they**” has a category meaning representing children who are currently facing their problem.

Data 30

*When **he** was in second grade, Christian introduced the body bench.*

The pronoun “**he**” has the categorical meaning to represent Christian Box, a young man from Pennsylvania who introduced the body bench.

Data 31

*In the video **she** said, everyday you are hurting me, everyday you are hurting each other so please stop, stop hurting me.*

The pronoun “**she**” has the categorical meaning to represent Kalani Goldberg an eight grade student from Arizona that being bullied in social media.

Data 32

*Everyday **you** are hurting each other so please stop*

The pronoun “**you**” has the caegorical meaning to represent Kalani Goldberg from the sentence above. There are 6 personal pronouns utterances in Melania Trump speech.

2. Possessive Adjective Pronoun

Data 33

*I feel strongly that as adults we can and should be best at educating **our** children about the importance of a healthy, and balanced life*

The pronoun “**our**” has the categorical meaning to represent Melania Trump between the audience.

Data 34

*Let **us** teach children the importance of all aspects of their well-being which includes...*

The pronoun “**us**” has the same category meaning of “**our**” that representing Melania Trump between the audience.

Data 35

*When he was in second grade, Christian introduced the body bench. **His** elementary school to address loneliness and helps other kids build new friendship.*

Same like the previous data, the pronoun “**his**” has the categorical meaning to represent Christian Box, a young man from Pennsylvania who introduced the body bench.

Data 36

*As an example, Kalani Goldberg an eight grade student from Arizona posted a video to **her** social media account to share...*

The pronoun “**her**” has the categorical meaning to represent Kalani Goldberg an eight grade student from Arizona that being bullied in social media.

Data 37

*Thankyou Kalani for being brave enough to share **your** story*

Still has the same meaning from the previous data, the pronoun “**your**” has the caegorical meaning to represent Kalani Goldberg from the sentence above. There are 6 personal pronouns utterances in Melania Trump speech.

Data 38

***My** hope is that together we can be best at helping children and families find effective ways to educate themselves and support each other.*

The pronoun “**my**” has the categorical meaning to represent Melania Trump who hopes that parents can educate their children to be better and support each other.

Data 39

*Together, i believe we should strive to provide kids with the tools they need to cultivate **their** social and emotional health.*

The pronoun “**they**” has the categorical meaning to represent the children who are currently facing their problem. There are 7 possessive conjunctions utterances in Melania Trump speech.

2.2.2. Semantic Style

According to Geoffrey Leech (1997) semantic deal with meaning. There are two main points that elaborated which are background and detail and presupposition. The meaning of the text can be seen from the kind of semantic style which is background details and presupposition. For more details were described as follows:

1. Background and Details

Background refers to the additional information of each perception of the speaker. According to Hopper (1979) the less-salient information, that which does not advance the discourse, is called the “background”. The data can be seen as follows:

Data 40

As we all know, social media can be both positively and negatively effect on our children, but too often it used in negative ways when children learn positive online behaviors early on social media can be used in productive ways and can effect positive change.

I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that when they are using their voices whether verbally or online, they must choose their words wisely and speak with respect and compassion.

In the sentence above, Melania Trump reveals things that should be done by parents to pay more attention and educate their children to be wise in behavior

wherever and in social media regarding the issue of Barron Trump, the son of President Donald Trump and Melania Trump who being bullied on social media and school since Donald Trump was appointed to be President of the United States. There was only 1 background that used in Melani Trump speech.

2. **Presupposition**

The other notion in microstructure after background and detail is the use of presupposition. According to Yule (1996: 25) a presupposition is something the speaker assumes to be the case prior to making an utterance. The data can be seen as follows:

Data 41

Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.

I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy and balanced life, so today i'm very excited to announce be best and awareness campaign dedicated to the most valuable and fragile among us our children.

From the paragraph above, Melania Trump provides assumptions about the impact of bullying behavior such as drug addiction, suicide, and many more. And Melania Trump also gives advice to parents about the importance of their role in educating and guiding their children to become good behavior and wise in interacting with people and on social media. There were 2 presuppositions that used in Melania Trump speech.

2.3. Stylistic Style

Peter Verdonk (2002) explains stylistics as the analysis of distinctive expression in language and description of its purposes and effects. Stylistic included lexical choice and rhyme that used by the speaker. For more details were described as follows:

1. Lexical Choice

The lexical choice does not merely exist in word, but also can be a phrase or utterance to name a subject, object or situation (Alex Sobur, 2006: 117). The data can be seen as follows:

Data 42

*I feel strongly that as adults we can and should be best at educating our children about the importance of a **healthy and balanced life***

In the sentence above, Melania Trump uses the word "**healthy and balanced life**" to represent with a healthy and balanced life, it can make people free from various unnecessary problems and make people feel peaceful and happy. And healthy is meant by physical and mental health.

Data 43

*So today i'm very excited to announce be best and awareness campaign dedicated to **the most valuable and fragile** among us our children.*

Then, Melania Trump selected the sentence "**the most valuable and fragile**" to represent that children are something that must be cared for and cherished because children are assets that are expected to be proud of their parents later, because that is why they must be cared for, loved and given knowledge for their future. Thus, the lexicon that chosen by the speaker to deliver her speech has

the aim to remind parents about the value of a child for the future. There were 2 lexical choices utterances in Melania Trump speech.

2.4. Rhetoric Style

According to Aristotle (1967) the definition of rhetoric is the art of being able to see what is likely to be persuasive in every case. In this stage of analysis, the researcher got 0 result in the use of metaphor, alliteration, and irony. Thus there are only two parts of analysis which are hyperbole and repetition. For more details were described as follows:

1. Hyperbole

Hyperbole is an unreal exaggeration to emphasize the real situation (Hornby 2000:418). Hyperbole that found in this speech text as follows :

Data 44

*In February i went to Cinncinati Children's Hospital in Ohio and the panel of doctors briefed me on the devastating effects that opioids have are having but also their important research on Neonatal Abstinence Syndrome. I'm pleased to say that represantative from both Lily's place and Cincinnati Children's Hospital are here today. Thank you. Thank you for being here and thank you for a **heroic work** on behalf of children.*

The use of word "**heroic work**" are regarded as the use of hyperbole in language. The meaning of these words relates to the extraordinary work done by those who participate in helping people who are addicted to opioid drugs and helping care for children with Neonatal Abstinence Syndrome (NAS). There was only 1 hyperbole utterances in Melania Trump speech.

2. Repetition

According to (Merritt 1994, 1998) repetition is a resource that is always available and can be used to do many different things and this affordance is significant for language socialization. Repetition that found in this speech text as follows :

Data 45

*As an example, Kalani Goldberg an eight grade student from Arizona posted a video to her social media account to share the challenges she faced from bullies. In the video she said, **everyday you are hurting me, everyday you are hurting each other so please stop, stop hurting me.** Kalani and her family have joined us here today and i'm happy to report them since posting her video, many have watched it and most importantly people have reached out to offer support and kindness.*

Melania Trump's repetition is in the words of an eighth grader from Arizona named Kalani Goldberg who made a video to make people who had bullied her on social media know it was hurting her feelings and begged to stop doing it.

Data 46

*I'm honored to have you all with me and i look forward to working together on the behalf of children in the coming years in my time as first lady of the United States, **i will** make every effort to be best championing the many successful well-being programs in existence today and teach the tools and skills for emotional social and vehical well-being. **I will** also work to shine a spotlight on the people organizations and programs across the country that are helping children overcome the many issues they are facing as they grow up, **i will** continue speaking with leaders in the technology industry about children's online habits and raising awareness around the importance of positive behaviours. **I will** continue to work with those who are fighting drug addiction and most importantly, **i will** continue to travel and speak to children directly about both their victories and difficult realities they face.*

The next repetitions are found at the same pronunciation that has the same purpose for being pronounced. In this paragraph, Melania Trump mentions the goals she will do on behalf of children and will also help children overcome the many problems they face as they grow up, raise awareness around the importance of positive behavior, and fight drugs. There were 9 repetitions that used in Melania Trump speech.

2.3. Superstructure of the Text

According to Van Dijk (1983) superstructure analysis is an analysis of the scheme or the flow of a text. As well as a building, a text is also composed of various elements, such as the introduction, contents, and closing, which must be arranged in such a way to form a complete and interesting text.

Table 4.2 Superstructure of the text in Melania Trump speech

<p>Opening and Introduction</p>	<p>This discourse starts by a clear statement with the following sentences:</p> <p>“Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today’s fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.”</p>
<p>Content</p>	<p>Meanwhile, Melania assert things that should be done by parents for their children, such as:</p> <p>a. “If we truly listen to what our kids have to say</p>

	<p>whether it be their concern or ideas adults can provide them the support and tools they need...”</p> <p>b.” Every child should know it is safe to make mistakes and that they are supportive adults and friends nearby to catch them if they fell. We also need to be mindful that they should learn to trust in themselves and their own emotions.”</p> <p>c.” Let us teach children the importance of all aspects of their well-being which includes a social emotional and physical health there are too many critical issues facing children today.”</p> <p>d.” Let us teach our children the difference between right and wrong and encourage them to be best in their individual paths in life.”</p> <p>e.” I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that when they are using their voices whether verbally or online, they must choose their words wisely and speak with respect and compassion.”</p>
Closing	<p>There was a suggestion as a closing discourse, they were:</p> <p>“My hope is that together we can be best at helping children and families find effective ways to educate themselves and support each other. I’m asking you all to join me in providing support and guidance to our children so that we can make a real difference how we raise and educate our children on variety of topics will provide the blueprint for the next generation.”</p>

	<p>There was a sentence given to affect that society and parents should dedicate their children and also support each other for a bright future.</p> <p>Then Melania Trump ended with the sentence as follow:</p> <p>“Together, let’s encourage children to dream big ,think big, and do all they can to be best in everything that they do, thank you all for being here today.”</p>
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After observing the data, the schematic contained in Melania Trump's speech has the same flow, consisting of an opening and introduction, body or content, and closing. The introduction contains greetings and opening information to convey the topic, then the content section contains the point of the information spoken by Melania Trump in delivering the theme of cyberbullying that focuses on children and the last is the closing section contains conclusions, hopes, prayers and greetings.

C. Research Finding

The finding of the research as follows :

1. The reasercher found 1 thematic (1,78%), 5 persuasion (8,92%), 1 impression management (1,78%), 20 cohesion (35,71%), 13 pronoun (23,21%), 1 background and detail (1,78%), 2 presupposition (3,57%), 2 lexical choice (3,57%), 1 hyperbole (1,78%), 9 repetitions (16,07%) and 1 schemata (1,78%).

2. The ideological analysis of Melania Trump's speech was clear that she want to be supported by the audience and parents to fight together the problem of cyberbullying that still exist in the world.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing Melania Trump's speech by analyzing the discourse structure, the researcher concludes that there were some important points in Melania Trump's speech text. The points will be explained as follows:

1. There were 1 thematic (1,78%), 5 persuasion (8,92%), 1 impression management (1,78%), 20 cohesion (35,71%), 13 pronoun (23,21%), 1 background and detail (1,78%), 2 presupposition (3,57%), 2 lexical choice (3,57%), 1 hyperbole (1,78%), 9 repetitions (16,07%) and 1 schemata (1,78%).
2. From Melania Trump's perspective, it is clear that she wants to persuade the audience particularly parents to fight together in an effort to eradicate the problem of cyberbullying that still exists in the world, especially in the United States.

B. Suggestion

Based on the conclusion above, suggestion are stated as the following :

1. It is suggested that the student who are studying Critical Discourse Analysis can help them to understand about discourse structures.
2. For the next researcher that interested in Critical Discourse Anlysis it can help them to find many theories and analyzing data.

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The Script of Melania Trump's Speech Against Cyberbullying

Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions, and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.

I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy, and balanced life. So today i'm very excited to announce be best and awareness campaign dedicated to the most valuable and fragile among us our children.

There is one goals to be best and that is to educate children about the many issues they are facing today. If we truly listen to what our kids have to say, whether it be their concern or ideas adults can provide them the support and tools they need to grow up to be happy and productive adults who contribute positively to society and their global communities at the same time, children deserve every opportunity to enjoy their innocence.

Every child should know it is safe to make mistakes and that they are supportive adults and friends nearby to catch them if they fell. We also need to be mindful that they should learn to trust in themselves and their own emotions.

I believe our responsibility lies in the critical time before a child reaches adulthood. Let us teach children the importance of all aspects of their well-being

which includes a social emotional and physical health there are too many critical issues facing children today.

So the three main pillars of 'be best' will include well-being, social media use and opioid abuse. Together, i believe we should strive to provide kids with the tools they need to cultivate their social and emotional health. We can ensure teach children the importance of social and self-awareness positive relationship skills and responsible decision-making. Once a child understands these vitals skills they will be able to communicate openly with one another and in still positive feelings of mutual respect compassion and self-esteem.

Let us teach our children the difference between right and wrong, and encourage them to be best in their individual paths in life. Take for example, Christian Box, a young man from York Pennsylvania who is there with us today. When he was in second grade, Christian introduced the body bench. His elementary school to address loneliness and helps other kids build new friendship. The body bench allows classmates to connect during recess and help ensure that no student feels lonely if a child sits on the bench, it seeks the other student to come over and ask them to play. Christian school and communitiy embrace the body bench, and today at least, one can be found in all 50 states. Thank you Christian for your commitment to kindness, you should be very proud of your work which is i know help our country's children. Please stand up. (Applause)

I'd also like to talk about Orchard Lake middle school in West Bloomfield Township Michigan. I visited a school in October as part of National Bullying

Prevention Month to speak to its students about the importance of being kind. While i was there, i visited Deer Viking huddle class which focuses on social emotional learning and teaches lessons about respecting others inclusion and being kind.

As part of ‘be-best’ a plan to highlight ideas and programs such as body bench and Viking huddle class with the hope that other schools or community groups will be inspired to replace their efforts and take steps to improve the well-being of our children. We have invited some of the Viking huddle class here today, thankyou all for being and taking time here with us the White House.

As we all know, social media can be both positively and negatively effect on our children, but too often it used in negative ways when children learn positive online behaviors early on social media can be used in productive ways and can effect positive change.

I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that when they are using their voices whether verbally or online, they must choose their words wisely and speak with respect and compassion.

As an example, Kalani Goldberg an eight grade student from Arizona posted a video to her social media account to share the challenges she faced from bullies. In the video she said, everyday you are hurting me, everyday you are hurting each other so please stop, stop hurting me. Kalani and her family have joined us here today and i’m happy to report them since posting her video, many

have watched it and most importantly people have reached out to offer support and kindness. Thankyou Kalani for being brave enough to share your story and also for using your experience to bring positive change. Please stand up Kalani. (Applause)

I first learned about the consequences of our nation's opinion Adamic during my husband campaign. Since then, i have met with and learned from many people who have been affected by these through crisis in October, i traveled to West Virginia to tour Lily's place, the nation's first nonprofit infant Recovery Center. Lily's place puts a priority on the whole family, so that infants born dependent on drugs are given the best opportunity to thrive they have been successful in this endeavor, because parents are also given the support and tools needed to recover and succed. Lily's place is a testament to the extraordinary work that everyday people can do when they put their mind to it. I will use 'be-best' to bring attention to program such as these in order to encourage conversation and replication.

In February i went to Cinncinati Children's Hospital in Ohio and the panel of doctors briefed me on the devastating effects that opioids have are having but also their important research on Neonatal Abstinance Syndrome. I'm pleased to say that represantative from both Lily's place and Cincinnati Children's Hospital are here today. Thank you. Thank you for being here and thank you for a heroic work on behalf of children.

I want to thank the many people i have met with and learned from over the past year while researching these viral topics on behalf of children, this includes the cabinet secretaries who have joined us here today as well as representative from Microsoft, the Google, Facebook, Twitter, Snap, Amazon, National Safety Council and so many more, I would like to thank the President, the vice President, Karen pence and other members of the administration as well as the members of Congress who are here today.

I'm honored to have you all with me and i look forward to working together on the behalf of children in the coming years in my time as first lady of the United States, i will make every effort to be best championing the many successful well-being programs in existence today and teach the tools and skills for emotional social and vehical well-being. I will also work to shine a spotlight on the people organizations and programs across the country that are helping children overcome the many issues they are facing as they grow up, i will continue speaking with leaders in the technology industry about children's online habits and raising awareness around the importance of positive behaviours. I will continue to work with those who are fighting drug addiction and most importantly, i will continue to travel and speak to children directly about both their victories and difficult realities they face.

My hope is that together we can be best at helping children and families find effective ways to educate themselves and support each other. I'm asking you all to join me in providing support and guidance to our children so that we can

make a real difference how we raise and educate our children on variety of topics will provide the blueprint for the next generation.

Together, let's encourage children to dream big ,think big, and do all they can to be best in everything that they do, thank you all for being here today. God bless you, your families, our children and God bless the United States of America.

I first learned about the consequences of our nation's opieop Adamic during my husband campaign. Since then, i have met with and learned from many people who have been affected by these through crisis in October, i traveled to West Virginia to tour Lily's place, the nation's first nonprofit infant Recovery Center. Lily's place puts a priority on the whole family, so that infants born dependent on drugs are given the best opportunity to thrive they have been successful in this endeavor because parents are tpalso given the support and tools needed to recover and succed. Lily's place is a testament to the extraordinary work that everyday people can do when they put their mind to it. I will use 'be-best' to bring attention to program such as these in order to encourage conversation and replication.

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My hope is that together we can be best at helping children and families find effective ways to educate themselves and support each other. I'm asking you all to join me in providing support and guidance to our children so that we can

make a real difference how we raise and educate our children on variety of topics will provide the blueprint for the next generation.

Together, let's encourage children to dream big ,think big, and do all they can to be best in everything that they do, thank you all for being here today. God bless you, your families, our children and God bless the United States of America.

APPENDICES

Appendix : The data analysis Discourse Structure

No	Kinds of Discourse Structures		Number	Utterance
1	Macrostructure	Thematic	1	<p>1. <i>“Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today’s fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.</i></p> <p><i>I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy and balanced life, so today i’m very excited to announce be best and awareness campaign dedicated to the most valuable and fragile among us our children.”</i></p>
2	Microstructure	Syntaxes Style		
		1. Persuasion	4	<p>2. <i>“Let us teach children the importance of all aspects of their well-being which includes a social emotional and physical health there are too many critical issues facing children today.”</i></p>
				<p>3. <i>“Let us teach our children the difference between right and wrong and encourage them to be best in their individual paths in life.”</i></p>
				<p>4. <i>“My hope is that together we can be best at helping children and families find effective ways to educate themselves and support each other.”</i></p>
				<p>5. <i>“I’m asking you all to join me in providing support and guidance to our children so that we can make a real difference how we raise and educate our children on variety of topics will provide...”</i></p>
		2. Impression management	1	<p>6. <i>“Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in</i></p>

				<i>today's fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide."</i>
		3. Cohesion	20	Coordinating conjunction: AND 7. <i>"it concern me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions, and often times turn to form of destructive addictive behaviour"</i>
				8. <i>"Every child should know it is safe to make mistakes and that they are supportive adults and friends nearby to catch them if they fell."</i>
				9. <i>"As we all know, social media can be both positively and negatively effect on our children"</i>
				10. <i>"they have been successful in this endeavor because parents are also given the support and tools needed to recover and succed."</i>
				11. <i>"I want to thank the many people i have met with and learned from over the past year while researching these viral topics on behalf of children"</i>
				12. <i>"I'm honored to have you all with me and i look forward to working together on the behalf of children in the coming years in my time as first lady of the United States"</i>
				13. <i>"Together, let's encourage children to dream big ,think big, and do all they can to be best in everything that they do, thank you all for being here today.</i>
				OR 14. <i>"it concern me then in today's fast-paced and connected world children can be less prepared to express or manage their emotions</i>
				15. <i>"...and often times turn to form of destructive or addictive behaviour such as bullying"</i>

				<p>Subordinating conjunction:</p> <p>IF</p> <p>16. <i>“If we truly listen to what our kids have to say, whether it be their concern or ideas adults can provide them...”</i></p>
				<p>17. <i>“it is safe to make mistakes and that they are supportive adults and friends nearby to catch them if they fell.”</i></p>
				<p>SINCE</p> <p>18. <i>“Kalani and her family have joined us here today and i’m happy to report them since posting her video.”</i></p>
				<p>BECAUSE</p> <p>19. <i>“so that infants born dependent on drugs are given the best opportunity to thrive they have been successful in this endeavor, because parents are also given the support and tools needed to recover and succeed.”</i></p>
				<p>WHEN</p> <p>20. <i>“social media can be both positively and negatively effect on our children, but too often it used in negative ways when children learn positive online behaviors early on social media can be used in productive ways and can effect positive change.”</i></p>
				<p>21. <i>“I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that when they are using their voices whether verbally or online”</i></p>
				<p>WHILE</p> <p>22. <i>“I want to thank the many people i have met with and learned from over the past year while researching these viral topics on behalf of children”</i></p>
				<p>SO THAT</p> <p>23. <i>“I’m asking you all to join me in providing support and guidance to our children so that we can make a real difference how we raise and educate our children...”</i></p>

				<p>AS WELL AS</p> <p>24. <i>“I want to thank the many people i have met with and learned from over the past year while researching these viral topics on behalf of children, this includes the cabinet secretaries who have joined us here today as well as represantative from Microsoft, the Google...”</i></p>
				<p>Correlative Conjunction: BETWEEN...AND</p> <p>25. <i>“Let us teach our children the difference between right and wrong”</i></p>
				<p>WHETER...OR</p> <p>26. <i>“whether it be their concern or ideas adults can provide them the support...”</i></p>
		4. Pronoun	13	<p>Personal Pronoun:</p> <p>27. <i>“I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy, and balanced life.”</i></p>
				28. <i>“If we truly listen to what our kids have to say...”</i>
				29. <i>“Once a child understands these vitals skills they will be able to communicate openly with...”</i>
				30. <i>“When he was in second grade, Christian introduced the body bench.”</i>
				31. <i>“In the video she said...”</i>
				32. <i>“everyday you are hurting each other so please stop”</i>
				<p>Possessive Adjective Pronoun:</p> <p>33. <i>“I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy, and balanced life”</i></p>
				34. <i>“Let us teach children the importance of all aspects of their well-being which includes...”</i>
				35. <i>“His elementary school to address loneliness and helps other kids build new friendship.”</i>
				36. <i>“As an example, Kalani Goldberg an eight grade student from Arizona posted a video to her social media account to share...”</i>

				37. “Thankyou Kalani for being brave enough to share your story”
				38. “ My hope is that together we can be best at helping children and families find effective ways to educate themselves and...”
				39. “Together, i believe we should strive to provide kids with the tools they need to cultivate their social and emotional health.”
		Semantic Style		
		1. Background and details	1	40. “ <i>As we all know, social media can be both positively and negatively effect on our children, but too often it used in negative ways when children learn positive online behaviors early on social media can be used in productive ways and can effect positive change. I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that when they are using their voices whether verbally or online, they must choose their words wisely and speak with respect and compassion.</i> ”
		2. Presupposition	1	41. “ <i>Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today’s fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide. I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy and balanced life, so today i’m very excited to announce be best and awareness campaign dedicated to the most valuable and fragile among us our children.</i> ”
		Stylistic Style		
		1. Lexical Choice	2	42. “ <i>I feel strongly that as adults we can and should be best at educating our children about the importance of a healthy and balanced life”</i>

				43. “so today i’m very excited to announce be best and awareness campaign dedicated to the most valuable and fragile among us our children.”
		Rhetoric Style		
		1. Hyperbole		44. “Thank you for being here and thank you for a heroic work on behalf of children.”
		2. Repetition		45. “In the video she said, everyday you are hurting me, everyday you are hurting each other so please stop, stop hurting me.
				46. I will also work to shine a spotlight on the people organizations and programs across the country that are helping children overcome the many issues they are facing as they grow up, i will continue speaking with leaders in the technology industry about children’s online habits and raising awareness around the importance of positive behaviours. I will continue to work with those who are fighting drug addiction and most importantly, i will continue to travel and speak to children directly about both their victories and difficult realities they face.”
3	Superstructure	Schemata	1	Opening and Introduction : “Good afternoon, welcome to the White House as a mother and as first lady, it concern me then in today’s fast-paced and connected world children can be less prepared to express or manage their emotions and often times turn to form of destructive or addictive behaviour such as bullying, drug addiction or even suicide.”
				Content: a.”If we truly listen to what our kids have to say whether it be their concern or ideas adults can provide them the support and tools they need to grow up to be happy and productive adults...” b.” Every child should know it is safe to make mistakes and that they

			<p>are supportive adults and friends nearby to catch them if they fell. We also need to be mindful that they should learn to trust in themselves and their own emotions.”</p> <p>c.” Let us teach children the importance of all aspects of their well-being which includes a social emotional and physical health there are too many critical issues facing children today.”</p> <p>d.” Let us teach our children the difference between right and wrong and encourage them to be best in their individual paths in life.”</p> <p>e.” I do believe the children should be both seen and heard and it is our responsibility as adults to educate and remind them that when they are using their voices whether verbally or online, they must choose their words wisely and speak with respect and compassion.”</p>
			<p>Closing:</p> <p>a. “My hope is that together we can be best at helping children and families find effective ways to educate themselves and support each other. I’m asking you all to join me in providing support and guidance to our children so that we can make a real difference how we raise and educate our children on variety of topics will provide the blueprint for the next generation.”</p> <p>b. “Together, let’s encourage children to dream big ,think big, and do all they can to be best in everything that they do, thank you all for being here today.”</p>



MAJELIS PENDIDIKAN TINGGI
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Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Kepada Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Nada Farhanna
NPM : 1602050058
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

A Critical Discourse Analysis of Melania Trump's Speech *Against Cyberbullying*

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Selamat Husni Hasibuan, S.Pd., M.Hum
Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

acc Paf

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 17 April 2020
Hormat Pemohon,

Nada Farhanna

Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



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Website : fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

FORM K 3

Nomor : 841/II.3/UMSU-02/F/2020
Lamp. : ---
Hal : **Pengesahan Proposal dan
Dosen Pembimbing**

Bismillahirrahmanirrahim
Assalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Nada Farhana**
N P M : 1602050058
Progam Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Critical Discourse Analysis of Melania Trump's Speech Against Cyberbullying

Pembimbing : **Selamat Husni Hasibuan, S.Pd.,M.Hum**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :

1. Penulisan berpedoman kepada ketentuan atau buku *Panduan Penulisan Skripsi* yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tanggan : **20 Mei 2021**

Medan, 27 Ramadhan 1441 H
20 Mei 2020 M

Wassalam
Dekan



Dr. H. Elfrianto, S.Pd., M.Pd.

Dibuat Rangkap 4 :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Dosen Pembimbing
4. Mahasiswa yang bersangkutan
(WAJIB MENGIKUTI SEMINAR)



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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jalan Kapten Mochtar Basri No. 3 Medan 20238 Telp. (061) 6622400
Website : <http://fkip.umsu.ac.id> E-mail : fkip@yahoo.co.id

Nomor : *GA* /II.3/UMSU-02/F/2021
Lamp : ---
Hal : Mohon Izin Riset

Medan, 13 Rajab 1442 H
25 Februari 2021 M

Kepada Yth, Bapak Kepala Perpustakaan
Universitas Muhammadiyah Sum. Utara
di-
Tempat

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Nada Farhanna
N P M : 1602050058
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Critical Discourse Analysis of Melania Trump's Speech Against Cyberbullying

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.



Dekan

Prof. Dr. H. Alfrianto Nst, S.Pd, M.Pd.
NIDN.0011015057302




** Pertinggal **



BERITA ACARA BIMBINGAN PROPOSAL

Nama : Nada Farhanna
NPM : 1602050058
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : *A Critical Discourse Analysis of Melania Trump's Speech
Against Cyberbullying*

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
22-04-2020	Chapter I The background of study, the identification of the problem.	
	Chapter II Revising the theory and relevant to the study	
	Chapter III Almost all	
11-05-2020	Chapter I Almost all	
	Chapter II Revising the theory, and conceptual framework.	
	Chapter III Source of data, techniques of data collection, and techniques of data analysis.	
	Reference.	
22-05-2020	Chapter I The background of the study, the identification, the problem of the study, and the objective of the study.	
	Chapter II Theoretical framework, revise the theory, and conceptual framework.	

	Chapter III Research design and source of data.	
	Reference.	
27-05-2020	The proposal is already completely revised and ready for seminar proposal	

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Medan, 27-05-2020
Dosen Pembimbing



Mandra Saragih, S.Pd., M.Hum



Selamat Husni Hasibuan S.Pd., M.Hum



UMSU

Unggul | Cerdas | Terpercaya



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN**

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238.
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: 148.../KET/IL3-AU/UMSU-P/M/2021

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Nada Farhanna
NPM : 1602050058
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ SI

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"A Critical Discourse Analysis of Melania Trump's Speech Against Cyberbullying "

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 21 Rajab 1442 H
05 Maret 2021 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd



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LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Mahasiswa : Nada Farhanna
NPM : 1602050058
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : *A Critical Discourse Analysis of Melania Trump's Speech Against Cyberbullying*

Pada hari Kamis tanggal 11 bulan Juni tahun 2020 sudah layak menjadi proposal skripsi.

Medan, Juni 2020

Disetujui oleh:

Dosen Pembahas

Pirman Ginting, S.Pd., M.Hum.

Dosen Pembimbing

Selamat Husni Hasibuan, S.Pd., M.Hum.

Diketahui oleh
Ketua Program Studi,

Mandra Saragih, S.Pd., M.Hum.



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**BERITA ACARA SEMINAR PROPOSAL
PRODI PENDIDIKAN BAHASA INGGRIS**

Pada hari ini Kamis tanggal 11 Juni 2020 telah diselenggarakan Seminar Proposal Program Studi Pendidikan Bahasa Inggris menerangkan bahwa :

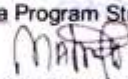
Nama Mahasiswa : Nada Farhanna
NPM : 1602050058
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Critical Discourse Analysis of Melania Trump's Speech Against Cyberbullying

No.	Uraian / Saran Perbaikan
1.	- Cover: see the revised proposal
2.	- Chapter I: check the revised proposal
3.	- Chapter III: look around the comments given
4.	- Chapter III: check the comments
5.	- Reference: check the comments


Medan, 11 Juni 2020

Proposal dinyatakan sah dan memenuhi syarat untuk diajukan ke skripsi

Ketua Program Studi


Mandra Saragih, S.Pd.,M.Hum

Pembina


Pirman Ginting, S.Pd.,M.Hum



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بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – I bagi :

Nama Lengkap : Nada Farhanna
N.P.M : 1602050058
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Critical Discourse Analysis of Melania Trump's Speech *Against Cyberbullying*

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melaksanakan riset di lapangan.

Diketahui oleh:

Diketahui/Disetujui Oleh
Ketua Program Studi

Mandra Saragih, S.Pd., M.Hum.

Pembimbing

Selamat Husni Hasibuan, S.Pd., M.Hum.