SPEECH ACTS AND COMMUNICATION STRATEGIES USED BY DONALD TRUMP'S PRESIDENTIAL CAMPAIGN IN TAMPA, FLORIDA
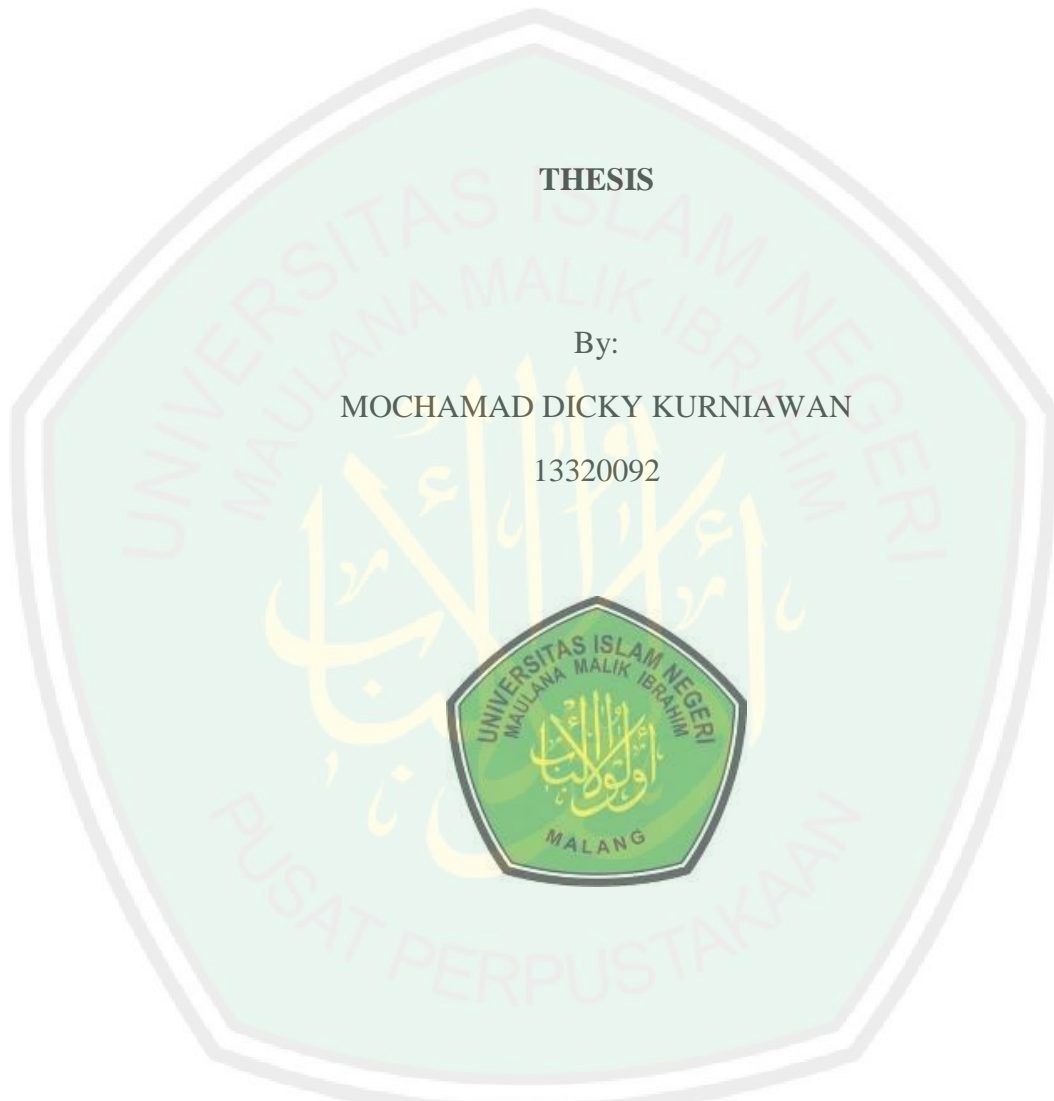
THESIS

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CERTIFICATE OF THESIS AUTHORSHIP

I Certify that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled *Speech Acts and Communication Strategies Used by Donald Trump's Presidential Campaigns in Tampa, Florida* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there are any objections or claim for others.

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MOTTO

"A Big Journey Begins with Little Step"

DEDICATION

This thesis is dedicated to:

My great mother (Kristini), my beloved sister (Arum), my brother in law (Slamet riyanto) and my beautiful niece (Shakila Ziya)

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Alhamdulillah, all praises to Allah, for all blessing and mercies so the researcher was able finishing this thesis entitled "*Speech acts and communication strategies used by Donald Trump's Presidential Campaigns in Tampa, Florida*" Sholawat and Salam is also delivered to our prophet Muhammad SAW who has brought Islam rahmatan lil alamin.

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ABSTRACT

Kurniawan, Mochamad Dicky. 2017. Speech acts and communication strategies used by Donald Trump's Presidential Campaign in Tampa, Florida. Thesis. English Letters Department. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: H. Djoko Susanto, M. Ed., Ph.D.

Key Words: Speech acts, Communication strategies, Donald Trump

This research entitled *Speech acts and communication strategies used by Donald Trump's Presidential Campaign in Tampa, Florida*. The objective of this study discuss about speech acts and communication strategies of Donald Trump's campaign which is delivered in Tampa, Florida. This research employs two research question are: 1.What types of speech acts are used in Donald Trump's campaigns? 2. How does Donald Trump apply the communication strategies in her campaigns?

This research employs the descriptive qualitative research. The data are purposively chosen in order to answer the problems of the study. The subject of this research is a video. The data of this research are the illocutionary acts and communication strategies used by Donald Trump's Campaign. The first step is that the researcher downloads of video of Donald Trump's Campaign. Then, the second is researcher watched the video with several times to transcribe. After that, the researcher give a code to identify the video in script related in illocutionary acts and communication strategies.

The researcher finds several results based on the research question (1) the whole data of illocutionary acts are 19 consist of excercitives and commisives acts. Commisives acts are the types illocutionary mostly produced by Donald Trump. Then, the communication strategies is mostly used that is Positive strategies.

The result of this study gives recommendation for further researches. The researches can analyzed and explored in many aspects from different points of view, such as the types of speech acts on theory of Austin or types of communication strategies based on theory Brown and Levinson.

تجريد

كورنياوان، محمد ديكي. 2017. قانون الكلام واستراتيجية التواصل الذى فعله دونالد ترامب فى الحملة الرئاسية فى مدينة تامبا ولاية فلوريدا. البحث. قسم الآداب الإنجليزية. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم مالانج.

تحت الإشراف : الحاج جوكو سوسانتو الماجستير.

الكلمة المفتاحية: قانون الكلام، استراتيجية التواصل، دونالد ترامب.

عنوان هذا البحث قانون الكلام واستراتيجية التواصل الذى فعله دونالد ترامب فى الحملة الرئاسية فى مدينة تامبا ولاية فلوريدا. والغرض من هذا البحث لمناقشة قانون الكلام واستراتيجية التواصل الذى فعله دونالد ترامب في الحملة الرئاسية فى مدينة تامبا ولاية فلوريدا. يستخدم هذا البحث سؤالين للبحث: 1) ما هي أنواع قانون الكلام المستخدمة في حملة دونالد ترامب؟ 2. كيف يطبق دونالد ترامب استراتيجية التواصل في حملته؟

يستخدم هذا البحث نوع البحث الوصفي النوعي. لقد تم اختيار البيانات بشكل متعمد للرد على مشكلة البحث. وموضوع هذا البحث هو الفيديو. والبيانات من هذا البحث هي الإجراءة الاحترازية واستراتيجية التواصل المستخدمة عند حملة دونالد ترامب. تتمثل الخطوة الأولى في قيام الباحث بتنزيل فيديو حملة دونالد ترامب. ثم الخطوة الثانية مشاهدة الباحث تلك الفيديو عدة مرات لكتابة ما فيها . وبعد ذلك، قدم الباحث رمزًا لتحديد مقاطع الفيديو في النصوص ذات الصلة بالإجراءات الاحترازية واستراتيجية التواصل.

وجد الباحث عدة نتائج مبنية على سؤالي البحث (1) إن جميع بيانات الإجراءات الاحترازية 19، تتكون من الأعمال الغريبة والاختيارية . إن العمل الاختيارية نوع من أنواع الإخطارات التي ينتجها دونالد ترامب. ثم، استراتيجية التواصل المستخدمة على نطاق واسع هي استراتيجية إيجابية.

ونتيجة هذا البحث تقدم توصيات لمزيد من البحث. يمكن للباحثين التحليل والاستكشاف فى العديد من الجوانب من وجهات نظر مختلفة، مثل أنواع قانون الكلام في نظرية أوستن أو أنواع استراتيجية التواصل القائمة على نظرية براون وليفنسون.

ABSTRAK

Kurniawan, Mochamad Dicky. 2017. Tindak Tutur dan strategi komunikasi yang dilakukan oleh Donald Trump dalam kampanye kepresidenan di Kota Tampa,Florida. Skripsi. Prodi Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : H. Djoko Susanto, M. Ed., Ph.D.

Kata kunci : Tindak Tutur kata, Strategi Komunikasi, Donald Trump

Penelitian ini berjudul tindak tutur dan strategi komunikasi yang dilakukan oleh Donald Trump dalam kampanye kepresidenan di kota Tampa, Florida. Tujuan dari penelitian ini membahas tentang tindak tutur dan strategi komunikasi Donald Trump dalam berkampanye yang disampaikan di kota Tampa, Florida. Penelitian ini menggunakan dua pertanyaan penelitian adalah: 1. Apa jenis tindak tutur yang digunakan dalam kampanye Donald Trump? 2. Bagaimana Donald Trump menerapkan strategi komunikasi dalam kampanyenya?

Penelitian ini menggunakan penelitian deskriptif kualitatif. Data dipilih secara sengaja untuk menjawab masalah penelitian. Subyek penelitian ini adalah video. Data dari penelitian ini adalah tindakan ilokusi dan strategi komunikasi yang digunakan oleh Kampanye Donald Trump. Langkah pertama adalah bahwa peneliti mengunduh video Kampanye Donald Trump. Kemudian, yang kedua adalah peneliti menonton video dengan beberapa kali untuk menuliskan. Setelah itu, peneliti memberikan kode untuk mengidentifikasi video dalam skrip yang berkaitan dengan tindakan ilokusi dan strategi komunikasi.

Peneliti menemukan beberapa hasil berdasarkan pertanyaan penelitian (1) seluruh data tindakan ilokusi adalah 19 terdiri dari tindakan excercitive dan commisives. Tindakan commisive adalah jenis ilokusi yang sebagian besar diproduksi oleh Donald Trump. Kemudian, strategi komunikasi yang banyak digunakan adalah strategi Positif.

Hasil penelitian ini memberikan rekomendasi untuk penelitian lebih lanjut. Peneliti dapat menganalisis dan mengeksplorasi dalam banyak aspek dari sudut pandang yang berbeda, seperti jenis tindak tutur pada teori Austin atau jenis strategi komunikasi berdasarkan teori Brown dan Levinson.

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CHAPTER I

INTRODUCTION

This chapter presents background of the study. Problem of the study, research objective, scope and limitation, research significance and definition of key terms.

1.1 Background of the study

This study examines speech acts and communication strategies used by Donald Trump campaign. In a campaign, the candidates always declare and explain their vision and mission for the next period of governance if they are elected. Campaign speech is considered as the persuasion step of the candidates in order to get public's impression.

The most recent election in America is the president election between Hillary Clinton and Donald trump as the candidates. However, the researcher will focus only in Donald Trump campaign. It is because his concept and idea are viewed as thought provoked and controversial for some people. He is one of the strongest candidates in the election of America. Along with Hillary Clinton. Moreover, Tampa city became the top contributor to Donald Trump in presidential campaign at 2016. Hence, the researcher take speech campaign of Donald trump in Tampa, Florida.

From the phenomena, this study would like to find out Donald Trump's strategies of communication and acts performed in his political speech by using

pragmatics approach. To uncover Trump's strategies communication and acts performed, this study analyzed by using speech act which focus on illocutionary acts proposed by (Searle,1976) theory and strategies communication by using politeness strategy Brown and Levinson, 1978) theory.

The function of speech acts are performed an utterances in action. As stated by Yule (1996: 47) that speech act is the action of performed via utterances. Furthermore, Speech act not only used to designate to present the utterances but also do something. The speech act is successful when the receiver will understand what the speaker meant. Those kinds of actions performed through utterance are generally refers to the three kinds of acts performed simultaneously. Meanwhile, the utterance aim to the tendencies of using appropriate in certain condition.

Austin (1962) states that speech acts are actions that arise when declaring something. At first, Austin distinguishes descriptive speech into two kinds, namely constative and performative:

Austin also state that all speech is basically performative, which means that two things happen simultaneously when people say them. The first is the action, and the second form of speech that can be classified into three categories, namely illocution, locution, and perlocution. Firstly, Locutionary is the act of saying something with words or sentences according to the meaning contained in the dictionary and in accordance with the rules of syntax. Secondly, Illocutionary is speech act that contain intent; relating to who speaks to whom, when, and where

the act of speech is done. Lastly, Perlocutionary is the speech acts intended to affect to other speaker.

Communication is simply the act of transferring information from one place to another. Communication is divided into three types, namely verbal, non-verbal and written communication. Communication need for planning which is called the communication strategy.

Politeness is the form of communication strategy. Politeness strategy as one of the linguistic phenomena is really important in daily life specifically in communication. Politeness is one of the most important symbolic values to be socialized in our daily encounters as all cultures value politeness (Brown & Levinson). Brown & Levinson classify politeness as follows: *Bald on Record Strategy*, *Negative politeness strategy*, *Positive politeness strategy*, *off record*

This object is taken because of several reasons. First, in Donald Trump campaigns as president of United States surely getting the attention of the world public. Second, this study has not been widely used as a research material.

Some studies that have been done by previous researcher which are related to the present study. The first previous study is entitled "the speech act and communication strategy in children of 3-5 years old proposed by Dyah Anita (2009). The study analyzed the different way of speech with different ages. In addition, the study analyze the influence of age to the ability of those children in producing an utterance. In this research the writer conduct a descriptive qualitative

research. The writer use mix method to analyze the data. The padan method is use in this research because the object is children.

The second previous study is entitled "speech acts in wedding ceremony of the Angkola culture" by Panjaitan (2013). The aim of the study was to find out speech act in wedding ceremony of Angkola Culture. The subject was taking of the elements of Dahlian Na Tolu in Angkola Culture. This study was investigated speech act such as direct act by using idiom and kinship and indirect act by using Umpama.

Then, Tri Fahmi Umar (2017), analyzing the speech acts of Presiden Joko Widodo at APEC Forum. In this study, the researcher discussed about Speech Act Presiden Joko Widodo in APEC forum which aimed the kind of communication strategies in illocutionary act and to identify the effects of contained in speech act. The data were analyzed using descriptive qualitative method. Then, the finding showed the kind of communication strategy in illocutionary and perlocutionary act.

1.2 Problems of the study

1. What types of speech acts are used in Donald Trump's campaigns?

2. How does Donald Trump apply the communication strategy in her campaigns?

1.3 Research objectives

Based on the problem of the study above, the objective of this study are

1. To identity the types of Illocutionary acts which are found in Donald Trump's campaigns.

2. To describe Donald Trump applying the communication strategy in her campaigns.

1.4 Scope and limitation of the study

The scope of the study is discussing the speech act and communication strategy in the area of pragmatics field. The researcher limit on analyzing speech acts focused on illocutionary acts and communication strategies use politeness strategies which is performed by Donald Trump's presidential campaign in Tampa, Florida. Therefore, the researcher aim to find out whether Donald Trump apply the speech acts and communication strategies in her campaign.

1.5 Research significance

This study is aimed to give both of theoretical and practical. The theoretical based on the types of speech acts and communication strategies that are performed by Donald Trump while campaign. The practically, the reader will know the meaning in any of utterances. Specifically, the result can be used as material for English lecturer which contains types of speech acts and communication strategies in lesson. Therefore, the students will understand more about the types of speech acts in different discourse and how

communication that produced. Moreover, this study can be used as reference

for further researcher to conduct research in this area.

1.6 Definitions of the key terms

To avoid misunderstanding about the terms, the researcher defines important

related terms to this research as follows:

1. Speech act

   The way or etiquette to perform utterances.

2. Campaign

   Is an organized effort which seeks to influence the decision making process

   within a specific group.

3. Speech

   The power of speaking which include oral communication, ability to

   express one thoughts and emotions/

4. Communication strategies

   The blueprints for how the information will be exchanged.

CHAPTER II

REVIEW OF RELATED LITERATURE

The purpose of this literature review is to provide an overview of background information on several topics as the researcher relates Speech acts and communication strategies. Then the researcher discusses about the theory related to this research as my theoretical framework.

2.1 Pragmatics

Pragmatics is the study of relationships between linguistics form and the users of those forms (Yule, 1996:p4). Yule (1996) also state that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpret by a listener (or reader). Moreover, yule explained more complex in this book that definition of pragmatics are divided into four. First, Pragmatics is the study of speaker meaning, it means that communication needs a further analysis on what people mean by their utterances than its literal meaning of word or phrase in those utterances. Second, Pragmatics is the study of contextual meaning. It requires a consideration of how speaker organize what they want to say depends on with who they are talking to, where, when and under what circumstances. Then, Pragmatics is the investigation of invisible meaning and study of the expression of relative distance.

According to Poultridge (2006:53) pragmatics is the study of meaning in relation to the context in which a person is speaking or writing. This includes social, situational and textual context. It also includes background

knowledge context; that is what people know about each other and about the world.

Pragmatic analysis deals with utterance meaning rather than sentence meaning. A practical example of the differences in sentence and utterance meaning will serve to make the point.

A mother who received no reaction from her TV-addicted children when she came home loaded with groceries could say:

Oh don't mind me. Don't go to any bother on my account. I am just the person who slaves in this house!

And the average child would accurately interpret that utterance as a chastisement and not an invitation to continue sitting in front of the TV! Hence the combined meaning of the physical lexical constituents does not equal the utterance meaning. Other types of discourse analysis would not be able to capture this specialized use of language, except a functional-biased one, that is, a pragmatic one. Brown and Yule (1983: 1) note that:

The analysis of discourse is, necessarily, the analysis of language in use. As such, it cannot be restricted to the description of linguistic forms independent of the purpose or function which these forms are designed to serve in human affairs.

This suggests that an analysis of language output cannot be independent of its purpose and context. Central to this research, therefore, is an approach to language that acknowledges the instrumentality as well as the autonomy of any language system or analysis (Halliday, 1978: 36). A pragmatic description of language relies on exploring the form and the function of an utterance within a given situation. The importance of context in any language setting can be demonstrated by using the same example as given above. In another situation these same words of the mother could have the function of an invitation to a hesitant visitor.

2.2 Speech act Theory

Speech act theory states that the action performed when an utterance is produced can be analyzed in three levels; they are locutionary act, illocutionary, and perlocutionary. It is different with Austin's opinion which says that there are kinds of speech act, they are locutionary act, illocutionary act, and perlocutionary act.

Actually their theory has the same meaning but they mention it in the different terms. Yule, (1996:47) also gives the definition about speech act which says that it is the actions performed via utterances.in addition, Austin (1962: 22), in uttering a sentence, one is not merely saying something but he is also doing something. The notion of speech act is fairly well understood in Searle, Kiefer, and Bierwisch (1980: vii) by stating that theory of speech act start the assumption that the minimal unit human communication is not a sentence or other expression, but rather the performance of certain kinds of act, such as making statement, asking question, giving order, describing, explaining, apologizing, thanking, congratulating, etc.

Levinson (1983:227) says that a speech act is a quite essentially pragmatics because it is created when the speaker makes an utterance to the hearer in context and must be interpreted as an aspect of social interaction. All of issues in the general theory of language usage, speech act theory has probably roused the widest interest. Speech act can be used as a result of verbal act (Leech, 1983:14). It is really the performance of several acts at once, distinguished by

different aspects of the speaker" s intention. Grundy (1995:105) states that speech acts might be seen as a prototypically pragmatics phenomenon in the sense that they challenge the notion that there is a one to one correspondence between a form and its function

2.3 Types of Speech Acts

Austin suggests that when people are saying something they perform three kinds of acts which are locutionary, illocutionary and perlocutionary act (Levinson 1983, p.236).

2.3.1 Locutionary acts

Locutionary can be called as the act of saying. Locutionary acts refers to the act of saying something that make sense in the language (Austin, 1962, p.93). Locutionary is the basic of the utterance or producing meaningful linguistics expression (Yule, 1996, p.48). According to Levinson (1983, p.236) states that locutionary act is the utterance of a sentence with a determinate sense and reference.

For example: if someone says 'Switch on the lamp!'

The locutionary act is the speaker wants someone to switch the lamp on.

2.3.2 Illocutionary acts

According to Austin (1962, p.151), illocutionary act are divided into five types:

1. Verdictive is an act of language to state something that is characterized by the existence of a decision as done by jury, umpire and arbitration. Example of verdictive are:Estimate, Reckon, convict

2. Exercitives is an act of language that is result of power, right and influence. The kinds of exercitives are: Appointing, Choose, Advising, Proclaim, Urging.

3. Commisives is an act of language that used based on promising. Thus, the speaker say the action to perform an agreement. Example of commissives are: Promise, Undertake, Swear, Agree.

4. Behabities is the act of language that involve sympathy, attitude, pardon and congratulation which always arise in social behavior such as: Apologizing, Condoling. Congratulation.

5. *Expositives*

   Expositives is the language used in the act of giving a prespective, provide an explanation or opinion. The expositives actually is difficult to define. Expositives is made how the utterances fit into the course of an argument or conversation, how speaker are using words, or, in general are expository. Examples: affirm, deny, illustrate, emphasize, answer, report, accept, object to, concede, describe, identify and call.

   According to Searle in Schiffrin (2002: 57) formulates the more precise classification of illocutionary acts comprising representatives, directives, commisives, expressives a declaratives. He classifies illocutionary acts into five:

   1. *Declarations*

      Declarations is the kind of speech act that change the world via their utterance. The example of declarative is:

a. Priest: I now pronounce you husband and wife.

The utterances shows that the Priest declares the couple became husband and wife.

2. *Representative*

Representative is the kind of speech act that states what the speaker believe to be the case or not.

a. The earth is flat

The statement represents the speaker's assertions about the earth. The speaker has opinion that the earth is flat.

3. *Expressive*

Expressives are those kinds of speech act that the utterances express a psychological state or paradigm cases: thanking, apologizing, welcoming, congratulating)

Example: "oh my god, girl, you looks so beautiful today."

The utterance represents the speaker's expression that he likes the girl's looks today.

4. *Directives*

Directives is the kind of speech act that uses to get someone else or listener to do something.

Example: "could you lend me a pencil, please?"

The utterances above represents the Speaker request the hearer to lend

Him a pen.

5. *Commissives*

   Commissives is the kind of speech act that the speakers use to commit

   themselves to some future actions.

   a. I'll be back

   The statement which is used by the speaker intends as a promising that

   The speaker will be back.

2.3.3 Perlocutionary acts

   According to Hufford and Heasley (1983:250), perlocutionary act is the

act that is carried out by a speaker when making an utterance causes in

certain effect on the hearer and others. Perlocutionary act is also the act

offering someone. Perlocutionary act refers to the effect the utterance has

on the thoughts or actions of the other person. A perlocutionary act is

specific to the circumtances of issuance, and is therefore not

conventionally achieved just by uttering that particular utterance, and

includes all those effects, intended or unintended, often indeterminate, that

some particular utterance in a particular situation cause.

For example: If someone says "Where's your necklace?"

It may causes you touch your neck quickly or you might respond 'Oh, I

put it in the drawer'.

   2.4 Direct and indirect speech act

Speech acts can be divided into direct or indirect. It can be analyzed based on the sentence structures and the sentence functions of the utterance. According to Yule (1996:54-55), direct speech act, whenever there is direct relationship between structure and function (the structure and the function is congruent). The following are the examples:

1. You wear a seat belt. (Declarative)

2. Do you wear a seat belt? (Interrogative)

3. Wear a seat belt! (Imperative)

In each of these examples, the syntactic form of the utterance matches the direct illocutionary act. In example (1) a declarative form is used to make a statement; (2) an interrogative form is used to ask a question and (3) an imperative form is used to give an order or make request. Thus the direct speech act (or direct illocutionary act) is the one that matches the syntactic form of the utterances, in other word; direct speech act means that whatever we use language as a means of 20 bringing about some end, this does not imply some chain of actions. Someone uses a direct speech act to communicate the literal meaning that the words conventionally express; there is a direct relationship between the form and the function.

Yule (1996:55) says that indirect speech act, whenever there is an indirect relationship between structure and function. The following are the examples:

1. You are standing in front of the TV.

2. Do you have to stand in front of TV?

In each of these examples, there is indirect relationship between the form and the function. In example (1) a declarative form is used to make request; (2) an interrogative form is used also to request.

Someone uses an indirect speech act wants to communicate a different meaning from the apparent surface meaning; the form and function are not directly related. Indirect speech acts are generally associated with greater politeness in English than direct speech acts. In order to understand why, we have to look a bigger picture than just a single utterance performing a single speech act.

2.5 Communication strategies

According to Brown and Levinson communication strategy also reffered as Politeness strategy. Politeness as behaving a way that attempts to take into account the feeling of people being addressed. In other words, being polite means that we try to keep our language manner not to hurt other people's feeling. In addition, they proposed the concept of politeness strategies which are developed to save hearer's face. Face refers to the respect that an individual has for him or herself and maintaining that "self-esteem" in public.

Brown and Levinson Theory of politeness

Possible strategies for doing FTAs

2.5.1 Face Threatening Act (FTA)

In the process of communication, speakers will try to keep their opponent's face. Brown and Levinson, as cited in Watts (2003) define the terms 'face' as a self-image that is owned by each individual. There are two types of ' face' as explained by Brown and Levinson; the need to be appreciated called as 'positive face' and he need to be free or not to be disturbed called as 'negative face' (Goffman in Gil,2012). Positive face is the desire of every individual to understand their feeling of someone talking with. In this situation, speaker will use expression that is consider 'save' to convey. Speaker often extends the information which is desire in indirect way. For example, a boy had already known that his friend has a lot of money. At the same times, the boy need for loan to pay his semester course costs. Then, he plans to borrow his friend's money by saying, 'do you mind to lend me some money?', so the speaker attempts to make it smooth, this manner is also called by face-saving-acts. Meanwhile, negative face is the desire of every individual to be free from interference.

According to Brown and Levinson, in his concept of 'face', there are various utterances which tend to be unpleasant action or threats action called advance. There are two types of face threatening acts according to Brown and Levinson, which is threatening the positive and negative face. Positive threatening acts include: suggestion, advice, command, request,

warning, challenges, promise, and the expression of negative feelings like hatred and anger. Negative face threatening acts include: disagreement, criticism, conflict and etc.

Brown and Levinson also explain that the use of the face threatening acts influenced by three social factors namely power, social distance and loading rates. The first, power is the relationship that show how much one person can force another person without losing their face. Second, social distance is the measure of social contact between speaker and hearer knowing each other, and how their relationship in the context. Last, loading rates is the relative states of speech acts in the situation that are considered less threatening face. (Brown and Levinson in Watts, 2003)

2.5.2 Bald on Record

In the bald on record strategy, the speaker does nothing to minimize threats to the hearer's face. The prime reason for its usage is that whenever a speaker (S) wants to do the FTA with maximum efficiency *more than he wants* to satisfy the hearer's (H's) face, even to any degree, he will chose bald on record strategy (Brown and Levinson, 1987: 95). There are, however, different kinds of bald on record usage in different circumstances, because S can have different motives for his want to do the FTA with maximum efficiency. It is divided into two classes:

1. Cases of non-minimization of the face threat.

This is where maximum efficiency is very important, and this is mutually known to both H and S, no face redress necessary. The situations are presented as follows:

A. In cases of great urgency or desperation. E.g." your nose is bleeding".

b. Cases of channel noise, or where communication difficulties exploit pressure to speak with maximum efficiency such as in calling across a distance. e.g. "your voice is unclear"

c. Task-oriented, in this kind of interaction face redress will be irrelevant.

d. S's want to satisfy H's face is small, either because S is powerful and does not fear retribution or non-cooperation from H.

e. S wants to be rude without risk of offending, so S does not care about maintaining face.

f. Sympathetic advice or warnings e.g. "go slowly"

g. Granting permission for something that H has requested e.g. "yes, you may go"

2. Cases of FTA-oriented bald on record usage.

The use of this strategy is oriented to face. In other words, it is used where face involves mutual orientation, so that each participant attempts to foresee what the other participant is attempting to foresee. For in certain

circumstances it is reasonable for S to assume that H will be especially worried with H's potential violation or S's maintaining. There are three functional categories or areas where we expect the pre-emptive invitations to occur in all languages (which are potential to FTA):

a. Welcoming, S insists that H may impose on his negative face.

Example:" come in, don't hesitate, I'm not busy"

b. Farewells, S insists that H break the rules on his positive face by taking his

Leave.

Example: "ok, don't worry, you can leave now"

c. Offers, S insists that H may impose on S's negative face.

Example: "can I sweep this floor?"

2.5.3 Positive Politeness Strategy

The positive politeness strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA). The only feature that distinguishes positive politeness compensation from normal everyday intimate language behavior is an

element of exaggeration.There are fifteen sub-strategies that are used in positive politeness strategies:

a. Strategy1: Notice, attend to H (his interests, wants, needs, goods).

   The strategy suggest that S (speaker) should take notice as aspects of hearer's condition of the listener. The changes can also note, common ownership, and everything that listeners want to be noticed and recognized by the speaker. For example: what a slim mobile phone this is! where did you buy it?

b. Strategy 2: Exaggerate (interest approval, sympathy with H)

   This strategy is often done with exaggerated intention, stress, and other aspects of prosodic, as well as intensifying modifiers, Example: what a small computer it is!

c. Strategy 3:Intensify interest to H

   Another way for S to communicate to hearer that he shares his wants is to intensify the interest of speaker's own contribution to the conversation by making good story.

   Example: it's unbelievable that there are so many participants in this Workshop!

d. Strategy 4: Use in-group identity markers

   This strategy is done by using innumerable address forms to indicate that S and H belong to some set of persons who

share specific wants. In conveying of group member, the speaker can use terms such as, mate, buddy, pal, honey, dear, fella, darling, etc.

Examples: help me with this bag here, will you darling?

e. Strategy 5: Seek agreement

Another way to save positive face of H to seek ways in which it is possible to agree with him. Seek agreement may be stressed by raising weather topics and repeating what the preceding speaker has said in conversation.

Example: isn't your new mobile phone a slim shape!

f. Strategy 6:Avoid disagreement

The desire to agree or appear to agree with H leads to mechanism for pretending to agree. Using this strategy, speakers may go in twisting their utterances to agree or to hide disagreement.

For example:

A: what is she, small?

B: yes, yes, she is small, smallish, um, not really small but certainly not very big.

Strategy7: presuppose/raise/assert common ground

This strategy includes three ways among them are gossip or small talk, point of view operation and presupposition manipulation.

1) Gossip or small talk the value of speaker's spending time and effort on being with the hearer, as a mark of friendship. It gives rise to the strategy of redressing FTAs by talking for a while about unrelated topic before leads to the real topic. (Brown and Levinson,1987:117)

2) Point of view operation by means of deixis. It is used by reducing the distance between the speaker and the hearer's point of view.

3) Presupposition manipulation means that the speaker presupposes something that it is mutually taken for granted. (Brown and Levinson,1987:122)

g. Strategy 8 :Jokes

Jokes are based on mutual shared background knowledge and values that redefine the size of FTA.

Example: when the speaker wants to borrow his friend's new Cadillac by saying" How about landing me this old heap or junk? Actually, what the speaker means about old heap or junk is new Cadillac's hearer.

h. Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants.

Example: A:" don't you want to have dinner?' B:"don't you think it is wonderful!"

i. Strategy 10: Offer, promise.

This strategy is done by redress the potential threat of some FTAs. Speaker may claim that whatever H wants, S wants for him and will help to obtain. Example: how can I help you?

j. Strategy 11: be optimistic

This strategy assume that H will cooperate with S because it will be in their mutual shared interest. Example: I am sure we can propose our proposal to the department

k. Strategy 12: Include both S and H in the activity

This is done by using an inclusive "we" form, when S really means "you or me". The use *lets* is an inclusive of 'we' Example: let us do it together

l. Strategy 13: Give (or ask for) reasons

Another aspects of including H in the activities demanding reason' why not' and assuming that H has no good reason why cannot help.

Example: I know there is no one in your home, why not stay here tonight?

m. Strategy 14: Assume or assert reciprocity

This strategy is done by giving evidence of reciprocal right or obligation obtaining between S and H. Example: "I'll do that if you do it for me"

n. Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

To satisfy H's positive face, S may do this classic strategy. That is to give gift not only tangible gifts but also human relation wants such to be liked. Example: "I'm sorry to hear that"

2.5.4 *Negative Politeness Strategy*

Negative politeness is defined as "a repressive action addressed to the addressee's negative face: his want to have his freedom of action unobstructed and his attention unrestricted" (Brown and Levinson, 1987). Negative politeness strategy recognizes the hearer's face, but it also recognizes that the speaker is in some way forcing on them. Some of the sub-strategies of negative politeness are:

a. Strategy 1: Be conventionally indirect.

This is the first mechanism of negative politeness namely 'be direct'. Speak directly without rambling. This strategy is a way out for two circumstances which conflict which each other. Thus, this strategy is conducted by using phrases and sentences that have contextually unambiguous meanings that are different from their literal meaning.

Example: can you open your notebook, please!

The insert of please' above shows that there is a willingness to ask directly and give choices to the hearer.

b. Strategy 2: Question, hedge

This strategy makes the noun phrase in a set that it is partial or true only in certain respects and more complete than might be expected. Hedge may be functioned to soften command and turn it into a polite suggestion... Example: "I think he is coming, won't you open the door?"

c. Strategy 3: Be pessimistic.

This strategy S give redress to H's negative face by explicitly expressing doubt that the condition for the appropriate of S's speech act obtain. (Brown&Levinson, 1987:173).

Example: "can you?"

d. Strategy 4: Minimize imposition

One way of defusing the FTA is is to indicate that the intrinsic seriousness of the imposition is not great. Example: "I just want to ask you if you could lend me a tiny bit sheet of paper"

e. Strategy 5: Give deference

There are two sides of deference of realization. First, the speaker humbles and abases himself and another. Second, speaker raises H from two ways, the speaker is giving respect actually.

Example: using "sir" that consider as FTA

f. Strategy 6: Apologize

By apologizing for doing FTA, the speaker can indicate his reluctance to impinge on H's negative and thereby redress that impingement.

Example: "I hate to impose, but..."

g. Strategy 7: Impersonalize S and H

This strategy uses impersonal form by did not show the speaker and hearer. This strategy avoids the use of words 'I' and 'you', doubling the pronoun 'I' becomes 'we' replace the word 'you' with 'sir' or 'ma'am.

h. Strategy 8: State the FTA as general rule

This strategy states that FTA one way of dissociating S and H from particular imposition in the FTA is to state the FTA as an instance of some general social rule, regulation, or obligation.

i. Strategy 9: Nominalize on the subject (show formality)

This strategy is done by changing a word to be noun. The degree of negative run hand in hand with nouniness. (Brown&Levinson 1987:207)

Example:" your couple of song are impressed us"

j. Strategy 10: Go on record as incurring debt, or as not indebting H.

This strategy is the highest negative which can fulfill the desire of the hearer to be respect. It is done by clamming S's indebtness to H or by disclaiming any indebtness of H. so, S can redress FTA.

Example: "I'd be eternally grateful if you would"

2.4.5 Off-the-record Strategy

According to Brown and Levinson (1987), a communicative act is done off-record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do it off-record and leave it up the addressee to decide how to interpret it.

Some sub-strategies of off-record:

a.   Strategy 1: Give hints

This strategy is used by the speaker to implicit an information to hearer. The information may be a demand or request from speaker to hearer to do something.

Example: it's hot here! (Open the window)

b.   Strategy 2: Give association clues

This strategy is conducted by mentioning something associated with the act required of H either by precedent in S-H's experience or by mutual knowledge irrespective of their interaction experience.

Example: "oh, God, I've lost my wallet" (lend me some money)

c.   Strategy 3: Presuppose

Brown and Levinson (1987:217) state" the speaker presupposes something which is relevant with the context of the conversation". This strategy is done through an utterance which relevant in context and invites

H to search for an interpretation of possible relevance just at the level of its presuppositions.

> Example: "I clean the room again today" (it's your turn tomorrow)

d. Strategy 4: Understate

The speaker uses this strategy to express understatements; S say less than is required and as result generate implicatures.

Example:" she is some kind of idiot"

e. Strategy 5: Overstate

This strategy is done by saying more than is necessary, or by exaggerating or choosing a point a scale which is higher than the actual state of affair. It also called hyperbole.

Example: "I tried to call a hundred times, but no answer"

f. Strategy 6: Tautologies

The strategy tautology mean S encourage H to look for an informative interpretation of the non-informative utterance.

Example: "boys will be boys" (an excuse)

g. Strategy 7: Contradictions

The strategy is done by stating to contradict things. Therefore, S makes it appear that he cannot be telling the truth, thus encourage H to look for an interpretation that reconciles the two contradictory propositions.

Example: "well, john is here and he isn't here"

h. Strategy 8: Be ironic

Brown and Levinson (1987:221) state that" by saying the opposite of what he means speaker can indirectly convey his intended meaning". To be ironic means by saying the opposite of what S means. Scan indirectly convey his intended meaning, if there are clues which relevant to the context.

Example: "he is a genius" (after doing thousand stupid things in a now)

i. Strategy 9: Use metaphors

The use of metaphor is usually on record, but there is possibility that the connotations of the metaphor uttered by S may be off record.

Example: "Annie is a short of a girl to be admired"

j. Strategy 10: Use rhetorical questions

The use of this strategy is by raising question that leave their answer hanging in the air or implicated to do FTA's.

Example: "how was I to know?" (I don't know anything)

k. Strategy 11: Be ambiguous

The speaker produces an ambiguous utterance it means the speaker is trying to minimize the threat of FTA, because the utterance has more one possible meaning.

Example:" John is a smooth cookie" (can be either compliment or insult)

l. Strategy 12: Be vague

This strategy is conducted by being vague about who the object of the FTA or what the offence is.

Example: "perhaps someone has done something bad"

m. Strategy 13: Over-generalize

This strategy is done by saying utterance that may leave the object vaguely off record, and then H has choice of deciding whether the general rule applies to him. The speaker did not give clear information by saying something general.

Example: mature people sometimes help do the dishes.

n. Strategy 14: Displace H

Brown and Levinson (1987:226) state, S may go off record as to who the target for his FTA or may pretend to address the FTA to someone whom it would not threaten and hope the real target will see that the FTA is aimed.

Example: Tito, please bring daddy's bag, honey!!

2.6 Previous Studies

The first previous study is entitled "the speech act and communication strategy in children of 3-5 years old ", by Dyad Anita (2009). This study have analyzed the different way of speech with different ages. In addition, the study analyze the influence of age to the ability of those children in producing an utterance. In this research the writer conduct a descriptive qualitative research. The writer use mix method to analyze the data. The mix method is use in this research because the object is children.

The second previous study is entitled "speech acts in wedding ceremony of the Angkola culture" by Panjaitan (2013). The aim of the study was to find out speech act in wedding ceremony of Angkola Culture. The subject was taking of the elements of Dahlian Na Tolu in Angkola Culture. This study was investigated speech act such as direct act by using idiom and kinship and indirect act by using Umpama.

Then, Tri Fahmi Umar (2017), analyzing the speech acts of Presiden Joko Widodo at APEC Forum. In this study, the researcher discussed about Speech Act Presiden Joko Widodo in APEC forum which aimed the kind of communication strategies in illocutionary act and to identify the effects of contained in speech act. The data were analyzed using descriptive qualitative method. Then, the finding showed the kind of communication strategy in illocutionary and perlocutionary act.

Based on previous studies above had the similarities and the differences. The similarities of the researches including this research study about speech act.

The differences of the previous finding of this research was the focus analysis and object of research. The research study by Dyah Ananta the differences lies on the object was the children in age 3-5 years and method used padan method. Pnjaitan focused on direct and indirect speech act. Then, Tri Fahmi focused on communication strategy in illocutionary and perlocutionary acts.

CHAPTER III

Research method

In this part contain of research design, research instrument, data source, data collection and data analysis.

3.1 Research Design

The study uses descriptive qualitative method because the data is described using words or sentences to analyze the speech which is delivered by Donald Trump in Campaigns. It is focus on illocutionary acts and the communication strategies based on Brown and Levinson categories. The result of descriptive qualitative not shows with statistic procedures in analyzing the data, but the results present data in form of description. Qualitative research make accurate explanation to analyze and present what have been found by the researcher.

Research Instrument

The research instrument was the researcher himself. He watched and he transcribed the video of Donald Trump's campaign in Tampa, Florida. To analyze the speech act that focused on illocutionary acts and communication strategies, the researcher identified, collected and made notes as data.

3.2 Data Source

The data source is the basic information. The researcher use the data source to support this research. Because the data source is the key used to more explore about this research.

The data of this research are in the form of utterances produced by Donald Trump's campaign. The data are taken from "Donald Trump presidential campaign in Tampa, Florida on August, 24 2016" video that retrieved from YouTube https://youtube.be//afN3i_h4Pug.

The data are taken from sentences containing speech acts that is on illocutionary acts and communication strategies found in the script on "Donald Trump's presidential campaign in Tampa, Florida on August, 24 2016" video. The researcher take the video from internet and transcribe the contents of the video. In addition, to completed this study, the researcher some information from books are related and internet.

3.4 Data Collection

There are four steps to collect data: first, the researcher downloaded video of Donald Trump's campaign. Second, he watched the video with several times to transcribe it. Third, he transcribed the content of the video. Fourth, he gives a code and identified the video in script related the illocutionary acts and communication strategies.

3.5 Data Analysis

There are some steps in analyzing data. First, the researcher read the entire script. Second, the researcher draw the data after describing and interpreting the data throughout in the course of study as the outcome interpretation.

The outcome of the study is sorts of data by focusing on types of illocutionary acts based on Austin's theory and communication strategies based on Brown & Levinson Theory.

CHAPTER 1V

FINDING AND DISCUSSION

This chapter is intended to present the types of speech acts and the communication strategies used by Donald Trump.

4.1 Research Findings

This finding covers the use of speech act and communication strategy used by Donald Trump Presidential campaign in Tampa, Florida. The findings of thus research were analyzed by using the theory of speech act proposed by Austin (1962) and communication strategy by Brown and Levinson (1987)

4.1.1 Types of Speech Acts used by Donald Trump's Presidential campaign in Tampa, Florida.

Based on the result of speech act and communication strategy used by Donald Trump, the researcher only found the some types of Illocutionary acts used by Donald Trump. According to the theory proposed by Austin (1962), the types of illocutionary acts are divided into five types. They are verdictive, excercitives, commisives, behabitives, expositives.

The researcher found that Donald Trump used the most excercitives and commisives acts. There are four examples of excercitives acts as follows: Appointing, Choose, Advising, Proclaim, and Urging. Besides, five examples of commisives acts are Promise, Undertake, Swear, and Agree.

4.1.1.1 Excercitives act

Datum 2 (00:20-00:28)

For the next 75 days, ***we are all going to have to work hard together to win the White House on November 8*** *th* ***.***

From the utterance, Donald Trump speech show about the invitation from Donald Trump, he invite to Tampa people to vote on November 8th. He invite to American especially for Tampa at which time he did a campaign in this city.

Based on the context, the utterance which has printed in bold indicate that he was urge to Tampa people to jointly win the presidential election on November 8. Moreover, the utterances below is prove as positive politeness that is both speaker (Donald Trump) and hearer (Tampa people) do together in the activity. In addition, Donald trump apply the Excercitives illocutionary acts which is represents Donald Trump request to vote in presidential election.

Datum 11 (12:31-13:01)

To those suffering and hurting and left behind, **I say: Vote for Donald J. Trump**. *What do you have to lose by trying something new? Let me also tell you what you have to gain: more jobs, more security, higher wages, and a prosperous community.*

The context of this speech about give influence to American if they want new progress in many fields. The progress will be made if American choose Trump as the next President of America.

The printed in bold words are delivered by Donald trump which show that he applied illocutionary acts, that is exercitives. Exercitives is the communication strategy which is used because of the power or influence. In his case, he urged American citizens especially Tampa people to vote and

win Donald trump in the presidential election of 2016 with his leadership as the new president makes America will increase employment, high salaries, tighter state security and the creation of a prosperous American society.

Datum 12 (15:05-15:12)

I am asking for the honor of your vote so I can fight for you.

From the utterance, Donald Trump give a promise to make America better in the era of his leadership. In his speech, he will struggle to realize his promise

The printed in bold words are delivered by Donald trump which show that he applied illocutionary acts, that is exercitives. Exercitives is the communication strategy which is used because of the power or influence. In his case, he urged American citizens especially Tampa people to vote and win Donald trump in the presidential election of 2016.

Datum 18 (50:00- 51:08)

I am asking *for your vote so we can create a New American future.*

This context show about Donald Trump give a promise to make America better in the era of his leadership. In his speech, he will struggle to realize his promise

The printed in bold words are delivered by Donald trump which show that he applied illocutionary acts, that is exercitives. Exercitives is the communication strategy which is used because of the power or influence. In his case, he urged American citizens especially Tampa people to vote and win Donald trump in the presidential election of 2016 with his leadership as the new president makes America better.

4.1.1.2 Commisives act

Datum 3 (02:01-02:19)

We will reject the failures of the past and create a New American Future where every child – African-American, Hispanic, and all children – can live out their dreams.

The context of this speech shows about the refusing from Donald Trump. He refuse in the stuff. The stuff is Hispanic and make every children African-American can get their freedom.

The utterance of Donald Trump in his speech it appears that he invites Tampa people, Florida generally for all American people to jointly build the United States forward in order to live without ethnic discrimination if he is elected president of America. Donald Trump applies a positive politeness strategy to invite Tampa people to reject the America failures in the past and give promise to Tampa people. Furthermore, he applies Comissives act to give a promise to Tampa people.

Datum 4 (02:24-02:40)

We will bring back our jobs.

Rebuild our depleted military.

Take care of our Veterans.

Unleash American energy.

Restore law and order.

The context of this speech show about the United States is in a weak military condition. So when he becomes president he will commit or give promise to do something.

The utterance of Donald Trump which has printed in bold appears that he invites Tampa people, Florida generally for all American people to jointly not only built military better than the past but also restore law and order in America. Donald Trump applies a positive politeness strategy to invite Tampa people to reject the America failures in the past and give a promise to Tampa people. He also used commisives illocutionary acts for give promise to Tampa people if they won in presidential elected.

Datum 5 (03:29-03:50)

Hillary Clinton wants to raise taxes and send jobs to other countries. We are going to cut taxes dramatically, and bring thousands of new companies and millions of new jobs to our shores.

From this the context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. on the other hand he will carry out the promised work program to American which is contrary to Hillary Clinton's work program

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, he understates to Hillary Clinton that she wants to raise high taxes and lower employment opportunities in the United States. Otherwise, The printed in second bold words " we are going to" Donald trump used communication strategy in form of commisives illocutionary acts to give promise to the Tampa people by breaking a contrary statement to Hillary Clinton that she will cut taxes and opens many jobs in her own country therefore he will gets lots of vote.

Datum 6 (04:30-04:49)

Hillary Clinton wants to pass more terrible trade deals, like the Trans-Pacific Partnership. *We are going to stop the TPP*, renegotiate NAFTA, and protect every last American job.

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. On the other hand, he will carry out the promised work program to American which is contrary to Hillary Clinton's work program

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness. off record politeness strategy used to understate to Hillary Clinton that she wants to increase terrible trade deals Otherwise, The printed in second bold words "we are going to" Donald Trump Donald trump used communication strategy in form of commisives illocutionary acts to make a promise to American citizens

whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if get a lot of votes in the presidential election.

Datum 7 (05:42-06:12)

Hillary Clinton wants to expand the job-killing regulations destroying small business in America. We are going to cancel every needless job-killing regulation, and put a moratorium on new regulations until our economy gets back on its feet. We will create great numbers of American jobs.

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. Donald trump say that Hillary will destroying regulation of jobs in America. In other side, Donald Trump invite American to cancel needless job-killing regulation.

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, he understate that Hillary Clinton wants to expand the job-killing regulations destroying small business in America. Otherwise, The printed in second bold words "we are going to" Donald Trump Donald trump used communication strategy in form of commissures illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 8 (07:56-08:20)

Hillary Clinton wants to put the miners and the steel workers out of work. We are going to lift restrictions on all American energy, and we are going to stand up to foreign cheating that threatens steel production in America.

This context of the speech shows that Donald trumped understate his opponent, Hillary Clinton. It can know the utterance "*Hillary Clinton wants to put the miners and the steel workers out of work.*" Then, He give a promise to the Americans that was contrary to the statement from Hillary

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, off record politeness strategy used to understate to Hillary Clinton that she wants to put the miners and the steel workers out of work. In the other hand, the printed in second bold words " we are going to" Donald Trump Donald trump used communication strategy in form of commissures illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 9 (08:33-09:15)

Hillary Clinton wants to expand job-killing Obama0care and put government in charge of healthcare. We are going to repeal and replace Obama care, and create choice and competition that puts patients first.

This context of the speech shows that Donald trumped understate his opponent, Hillary Clinton. It can know the utterance "*Hillary Clinton*

wants to expand job-killing Obama0care and put government in charge of healthcare" Then, He give a promise to the Americans that was contrary to the statement from Hillary.

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, off record politeness strategy used to understate to Hillary Clinton that she wants to put the miners and the steel workers out of work. In the other hand, the printed in second bold words " we are going to" Donald Trump Donald trump used communication strategy in form of commissures illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 10 (10:27-10:48)

Hillary Clinton wants to trap children in failing schools. I want school choice, charter schools, and merit-pay for teachers. We are going to put our kids on the ladder of success: a good education, and a good-paying job.

This context shows that Donald trump is giving an understating of Hillary's statement about policy of formal education on children. In the other hand, Donald Trump also give conflicting statements. It can know in utterance"

We are going to put our kids on the ladder of success: a good education, and a good-paying job".

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, off record politeness strategy used to understate to Hillary Clinton that she wants to put the miners and the steel workers out of work. In the other hand, the printed in second bold words " we are going to" Donald Trump Donald trump used communication strategy in form of commissures illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 13 (16:02-16:13)

I am going to fight to give every Hispanic citizen in this country a better future.

The context of this speech show about the lives of Hispanic citizen who living in America are still not feasible So when he becomes president he will commit or give promise to give promise to the Hispanic citizen who living in America is more feasible.

Donald Trump's words above show that he is asking for American support to win it in American presidential elections in 2016. If Donald trump wins the election, he will sacrifice to change the American state in the future better and the welfare of all American citizens Thus Donald trump apply communication strategy in form of positive politeness. In addition, his utterance shows

commissures illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans.

Datum 14 (17:22-17:47)

Hillary Clinton wants a totally open border. We are going to enforce our laws, remove people who overstay their visas, dismantle the gangs and cartels, and protect jobs and benefits for hardworking American citizens.

This context shows that Donald trump is giving an understating of Hillary's statement about policy of laws and jobs. In the other hand, Donald Trump also give conflicting statements. It can know in utterance" *We are going to enforce our laws, remove people who overstay their visas, dismantle the gangs and cartels, and protect jobs and benefits for hardworking American citizens"*

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, he understate that Hillary Clinton wants to open border. Meanwhile, The printed in second bold words "we are going to" Donald trump apply commisives illocutionary acts which is Trump give promise that he going to enforce the laws, remove people who overstay their visas, dismantle the gangs and cartels, and protect jobs and benefits for hardworking American citizens.

Datum 15 (26:37- 26:49)

*The good news is, **if we win on November 8th, these jobs are coming back.***

Here are 7 steps to bring back our jobs, and creating millions of new jobs

From the utterance, Donald Trump speech show about the invitation from Donald Trump, he invite to Tampa people to vote on November 8th. He invite to American especially for Tampa at which time he did a campaign in this city, by winning it in the election, he will creates millions of jobs.

The utterance above which is printed in bold show that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida

Datum 16 (42:50-43:28)

We are going to *restore ethics and honesty to our government.*

We are also going to *restore safety to our country.*

This context of this speech shows about Donald trump will restore ethics and bring America safer. It can be seen in his utterance" *We are going to restore ethics and honesty to our government and restore safety to our country.*

The utterance above which is printed in bold show that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida

Datum 19 (52:11-52:46)

We will bring America together as one country again – united as Americans in common purpose and common dreams.

This context of this speech shows about make America an advance country again. So when he becomes president he will commit his promise

The utterance of the trump campaign above shows that he applies commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida

Datum 20 (53:32- 53:45)

*Finally, **we are going to** create a more inclusive society where no American is left behind. We are going to bring jobs, opportunity and hope to every community in this nation.*

This context of this speech shows about advance the American to be more prosperous. So when he becomes president he will commit his promise

The utterance which is the end of the trump campaign shows that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida

4.2.1 Communication strategy applied by Donald Trump's presidential campaign in Tampa, Florida.

Based on the result of speech acts and communication strategies use by Donald Trump. The researcher found that Donald Trump only applied on positive and off record strategies in her campaign at Tampa, Florida. However, there are four kinds of communication strategies proposed by Brown and Levinson (1987). They are negative, positive, on and off record strategies.

4.2.1.1 Politeness strategy

Datum 1 (00:05-00:15)

*Thank you. I am so **thrilled** to be in Tampa today. Florida is my second home.*

*This is such an amazing state, and filled with so many **incredible** people.*

From this context shows that Donald Trump start his campaign using excessive words to attract Tampa people. it can be seen in the words "thrilled and incredible"

The printed in bold words are delivered by Donald trump which show that he applied positive politeness, that is, exaggerate. At the beginning, Donald trump campaign in Tampa, Florida, he greeted his supporter by using exaggerate to attract intention of Tampa people.

Datum 2 (00:20-00:28)

*For the next 75 days, **we are all going to have to work hard together to win the White House on November 8th**.*

From the utterance, Donald Trump speech show about the invitation from Donald Trump, he invite to Tampa people to vote on November 8th. He invite to American especially for Tampa at which time he did a campaign in this city.

From the utterance which has printed in bold indicate that he was urge to Tampa people to jointly win the presidential election on November 8. Moreover, the utterances below is prove as positive politeness that is both

speaker (Donald Trump) and hearer (Tampa people) do together in the activity. In addition, Donald trump apply the Excercitives illocutionary acts which is represents Donald Trump request to vote in presidential election.

Datum 3 (02:01-02:19)

We will reject the failures of the past and create a New American Future where every child – African-American, Hispanic, and all children – can live out their dreams.

The context of this speech shows about the refusing from Donald Trump. He refuse in the stuff. The stuff is Hispanic and make every children African-American can get their freedom.

The utterance of Donald Trump in his speech it appears that he invites Tampa people, Florida generally for all American people to jointly build the United States forward in order to live without ethnic discrimination if he is elected president of America. Donald Trump applies a positive politeness strategy to invite Tampa people to reject the America failures in the past and give promise to Tampa people. Furthermore, he applies Comissives act to give a promise to Tampa people.

Datum 4 (02:24-02:40)

We will bring back our jobs.

Rebuild our depleted military.

Take care of our Veterans.

Unleash American energy.

Restore law and order.

The context of this speech show about the United States is in a weak military condition. So when he becomes president he will commit or give promise to do something.

The utterance of Donald Trump which has printed in bold appears that he invites Tampa people, Florida generally for all American people to jointly not only built military better than the past but also restore law and order in America. Donald Trump applies a positive politeness strategy to invite Tampa people to reject the America failures in the past and give a promise to Tampa people. He also used commisives illocutionary acts for give promise to Tampa people if they won in presidential elected.

Datum 13 (16:02-16:13)

I am going to fight to give every Hispanic citizen in this country a better future.

The context of this speech show about the lives of Hispanic citizen who living in America are still not feasible so when he becomes president he will commit or give promise to give promise to the Hispanic citizen who living in America is more feasible.

Donald Trump's words above show that he is asking for American support to win it in American presidential elections in 2016. If Donald trump wins the

election, he will sacrifice to change the American state in the future better and the welfare of all American citizens Thus Donald trump apply communication strategy in form of positive politeness. In addition, his utterance shows commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans.

Datum 15 (26:37- 26:49)

*The good news is**, if we win on November 8th, these jobs are coming back.** Here are 7 steps to bring back our jobs, and creating millions of new jobs*
Analysis:

The utterance above which is printed in bold show that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida

Datum 16 (42:50-43:28)

We are going to restore ethics and honesty to our government.

We are also going to *restore safety to our country*.

This context of this speech shows about Donald trump will restore ethics and bring America safer. It can be seen in his utterance" *We are going to restore ethics and honesty to our government and restore safety to our country*.

The utterance above which is printed in bold show that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida.

Datum 20 (53:32- 53:45)

Finally, ***we are going to*** *create a more inclusive society where no American is left behind. We are going to bring jobs, opportunity and hope to every community in this nation.*

This context of this speech shows about advance the American to be more prosperous. So when he becomes president he will commit his promise.

The utterance which is the end of the trump campaign shows that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action.

Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida

Datum 21 (54:49-55:00)

We will bring America together as one country again – united as Americans in common purpose and common dreams.

This context of this speech shows about make America an advance country again. So when he becomes president he will commit his promise

The utterance which is the end of the trump campaign shows that he apply commisives illocutionary acts. Commisives illocutionary acts is the type of speech act that speakers use to commit themselves to some future action. Commisives illocutionary shows that trump make a promise with Tampa people generally with Americans that he will refund and open a new job vacancy reserved for American citizens. In addition, he use positive politeness strategy in his speech, positive politeness note that trump gives promise to American citizen during speech in Tampa ,Florida.

4.2.1.2 off record strategy

Datum 5 (03:29-03:50)

Hillary Clinton wants to raise taxes and send jobs to other countries. We are going to cut taxes dramatically, *and bring thousands of new companies and millions of new jobs to our shores.*

From this the context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. On the other hand he will carry out the promised work program to American which is contrary to Hillary Clinton's work program

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, he understates to Hillary Clinton that she wants to raise high taxes and lower employment opportunities in the United States. Otherwise, The printed in second bold words " we are going to" Donald trump used communication strategy in form of commisives illocutionary acts to give promise to the Tampa people by breaking a contrary statement to Hillary Clinton that she will cut taxes and opens many jobs in her own country therefore he will gets lots of vote.

Datum 6 (04:30-04:49)

Hillary Clinton wants to pass more terrible trade deals, *like the Trans-Pacific Partnership.* ***We are going to stop the TPP****, renegotiate NAFTA, and protect every last American job.*

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. On the other hand, he will carry out the promised work program to American which is contrary to Hillary Clinton's work program

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness. off record politeness strategy used to understate to Hillary Clinton that she wants to increase terrible trade deals Otherwise, The printed in second bold words "we are going to" Donald Trump Donald trump used communication strategy in form of commisives illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if get a lot of votes in the presidential election.

Datum 7 (05:42-06:12)

Hillary Clinton wants to expand the job-killing regulations destroying small business in America. We are going to cancel every needless job-killing regulation, and put a moratorium on new regulations until our economy gets back on its feet. We will create great numbers of American jobs.

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. Donald trump say that Hillary will destroying regulation of jobs in America. In other side, Donald Trump invite American to cancel needless job-killing regulation.

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, he understate that Hillary Clinton wants to expand the job-killing regulations destroying small business in America. Otherwise, The printed in second bold words "we are going to" Donald Trump Donald trump used communication strategy in form of

commisives illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 8 (07:56-08:20)

Hillary Clinton wants to put the miners and the steel workers out of work. We are going to lift restrictions on all American energy, and we are going to stand up to foreign cheating that threatens steel production in America.

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. He refuse or contradict his candidates of the policy of his candidate against the presidential election.

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, off record politeness strategy used to understate to Hillary Clinton that she wants to put the miners and the steel workers out of work. In the other hand, the printed in second bold words " we are going to" Donald Trump Donald trump used communication strategy in form of commisives illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 9 (08:33-09:15)

Hillary Clinton wants to expand job-killing Obama0care and put government in charge of healthcare. We are going to repeal and replace Obama care, and create choice and competition that puts patients first.

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. He refuse or contradict his candidates of the policy of his candidate against the presidential election.

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, off record politeness strategy used to understate to Hillary Clinton that she wants to put the miners and the steel workers out of work. In the other hand, the printed in second bold words " we are going to" Donald Trump Donald trump used communication strategy in form of commisives illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

Datum 10 (10:27-10:48)

Hillary Clinton wants to trap children in failing schools. I want school choice, charter schools, and merit-pay for teachers. We are going to put our kids on the ladder of success: a good education, and a good-paying job.

This context of the speech shows that Donald trumped vilifying his opponent, Hillary Clinton. He refuse or contradict his candidates of the policy of his candidate against the presidential election.

The printed in first bold words are delivered by Donald trump which show that he applied off record politeness, off record politeness strategy used to understate to Hillary Clinton that she wants to put the miners and the steel workers out of work. In the other hand, the printed in second bold words " we are going to" Donald Trump Donald trump used communication strategy in form of commisives illocutionary acts to make a promise to American citizens whose statements contradicted what he said about the statement of what trump called a statement by Hillary Clinton. Trump statement as if to get a lot of votes in the presidential election.

4.3 Discussion

The study shows that Donald Trump utilized some types of speech acts in her campaign. In other hand, the data result of this research found that Donald Trump only used types of speech acts that are excercitives and commisives of illocutionary acts. Excercitives acts used Donald Trump because of the speaker has a power, right and what the speaker says will influence to hearer. The one of statement that indicated as excercitives acts could be found in datum 2. In this statement (datum2) he urge to Tampa people to vote her in president election.

Furthermore, Commisives used Donald Trump for give some promises and programs when he was elected president of America. In addition, he used Commisives illocutionary acts to obtain more sympathy and attention due to her promises to Tampa people.

After analyzing of types of speech act used by Donald Trump in campaign at Tampa, Florida. This data only found four statements of Excercitives and fiveteen Comissives of Illocutionary act.

Moreover, the study also shows how Donald Trump applied communication strategies in her campaign. The data result found that Donald Trump did not apply all of communication strategies proposed by Brown and Levinson (1987). Communication strategies is divided into four kinds. They are negative, positive, on and off record strategies.

The result of this research provided that Donald Trump most applied positive and off record strategies. Positive politeness used by Donald Trump in her campaign to show solidarity, emphasize, from Tampa people. In addition, Donald Trump applied Positive because of speaker want to same thing and have common goal with hearer. Donald Trump also applied Positive strategy to exaggerate and give promise to Tampa people.

Off record strategy has the main purpose of taking some pressure off the hearer. In this case, Donald Trump performs act in vague manner that could be interpreted by hearer as some other acts. The one of statements of Donald Trump campaign in datum (14):*" Hillary Clinton wants a totally open border"*. This utterance has been done by Donald Trump which is used to understate to Hillary Clinton. Understate is one of strategy in off record.

After analyzing the 17 data, the study found the majority of the communication strategy. Generally, the most communication strategy by Donald Trump campaign show is positives politeness strategy. Because speaker attempts hearer to show solidarity and emphasize.

CHAPTER V

CONCLUSION ANF SUGGESTION

This chapter cover two things, they are conclusion and suggestion. The conclusion is based on the research finding on chapter V and the suggestion leads the further researches on the same field.

5.1 Conclusion

This part deals with the answer for research questions formulated in the Chapter I. This research investigate about speech acts and communication strategy used by Donald Trump in presidential campaign at Tampa, Florida.

Donald trump is one of the most popular person that join in presidential election of America. Along with Hillary Clinton. Donald Trump's concept and idea are viewed as thought provoked and controversial for some people. The way he asserted theses debatable ideas were analyzed in this research.

Based on the research result, the researcher investigate speech act which is focused on Illocutionary act proposed by Austin found that 19 of illocutionary act in Donald Trump's campaign. There are Execrcitives act and Comissives act. The types of illocutionary acts mostly produce by the Donald Trump is Comissives. Because, the speaker makes some promise that can influence and attractive from hearer. In addition, Excercitives used by Trump when he wooed the hearer to ask for their vote.

This research result also investigate communication strategy by Brown and Levinson. This communication strategy used by Donald Trump's campaign found that positives politeness strategy and off record strategy. Positives politeness strategy is mostly used by Donald Trump when he makes some promises to the Tampa people. Furthermore, he uses positives politeness to get sympathy from hearer.

Moreover, off record strategy is used by Trump to perform acts in vague manner that could be interpreted by hearer as some other acts. He also use this strategy to understate the opponents candidates in election of America namely Hillary Clinton. In this case, the researcher draws the

conclusion that Donald trump do not produce all communication strategy in his campaigns.

5.2 Suggestion

Based on the finding and analysis of this research, this study aims to give a beneficial confirmation. This study is restricted in discussing speech acts and communication strategies delivered by Donald Trump. There are still many aspects that can be analyzed and explored from different point of view, such as the types of speech acts on theory of Austin or types of communication strategies based on theory Brown and Levinson. Thus it is expected for the other researches to continue this study for analyzing all of the types of speech acts that are used in Donald Trump campaign.
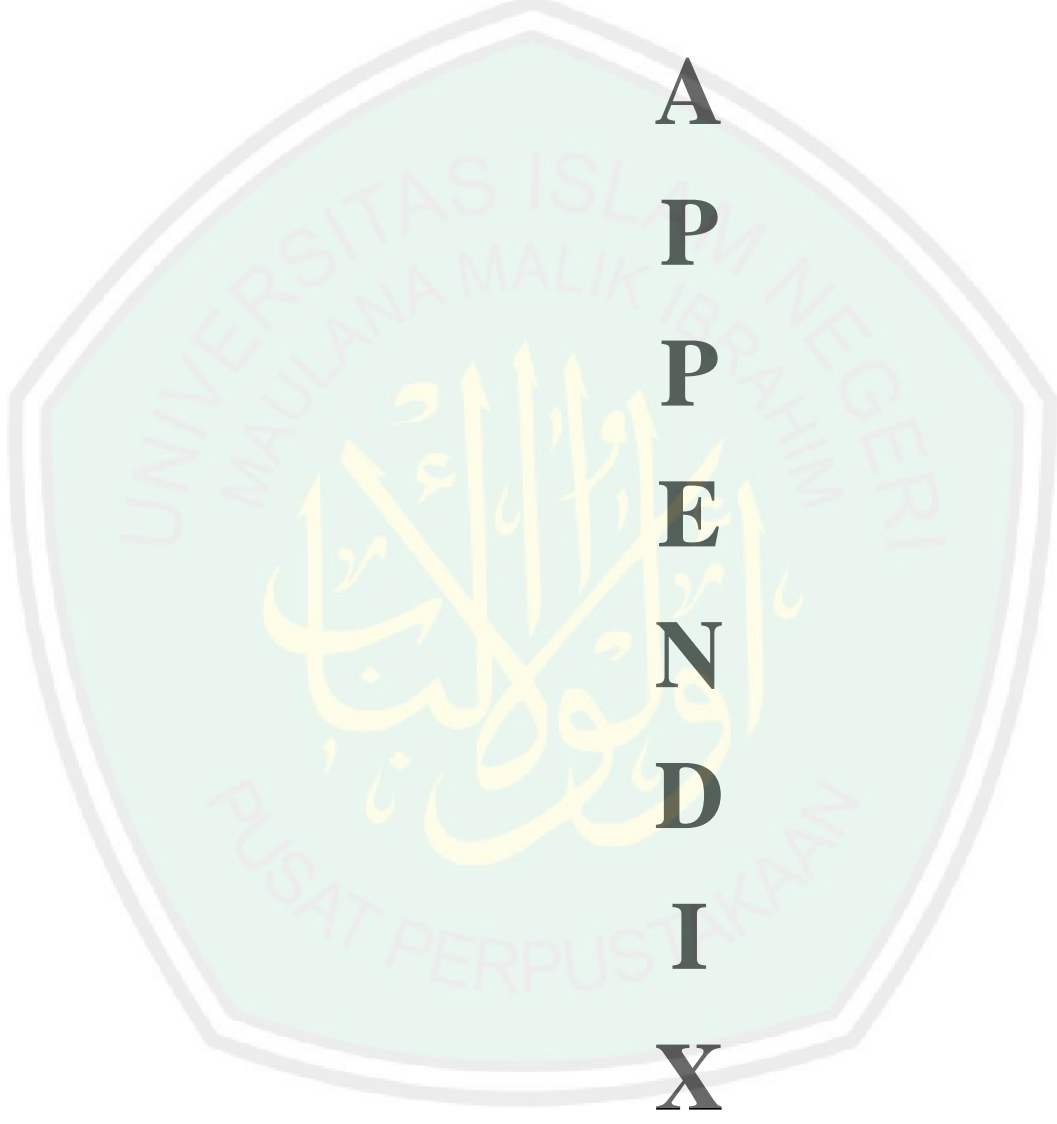
APPENDIX

Donald Trump Strategies in Presidential Campaign at Tampa, Florida

Utterances	Speech acts		Communication strategy	
	Excercitives	commisives	Positive strategy	Off-record strategy
Thank you. I am so thrilled to be in Tampa today. Florida is my second home. *This is such an amazing state, and filled with so many incredible people.*			V	
For the next 75 days, we are all going to have to work hard together to win the White House on November 8th.	v		V	
We will reject the failures of the past and create a New American Future where every child – African-American, Hispanic, and all children – can live out their dreams.		V	v	

		v	V	
We will bring back our jobs. *Rebuild our depleted military.* *Take care of our Veterans.* *Unleash American energy.* *Restore law and order.*		v	V	
Hillary Clinton wants to raise taxes and send jobs to other countries. We are going to cut taxes dramatically, and bring thousands of new companies and millions of new jobs to our shores.		v		V
Hillary Clinton wants to pass more terrible trade deals, like the Trans-Pacific Partnership. We are going to stop the TPP, renegotiate NAFTA, and protect every last American job.		V		V

		v		V
Hillary Clinton wants to expand the job-killing regulations destroying small business in America. We are going to cancel every needless job-killing regulation, and put a moratorium on new regulations until our economy gets back on its feet. We will create great numbers of American jobs.				
Hillary Clinton wants to put the miners and the steel workers out of work. We are going to lift restrictions on all American energy, and we are going to stand up to foreign cheating that threatens steel production in America		v		V

Hillary Clinton wants to expand job-killing Obama0care and put government in charge of healthcare. We are going to repeal and replace Obama care, and create choice and competition that puts patients first		V		V
Hillary Clinton wants to trap children in failing schools. I want school choice, charter schools, and merit-pay for teachers. We are going to put our kids on the ladder of success: a good education, and a good-paying job.		v		V
To those suffering and hurting and left behind, I say: Vote for Donald J. Trump. What do you have to lose by trying something new? Let me also tell you what you have to gain: more jobs, more security, higher wages, and a prosperous community.	v			

I am asking for the honor of your vote so I can fight for you.	v			
I am going to fight to give every Hispanic citizen in this country a better future.		v	v	
Hillary Clinton wants a totally open border. We are going to enforce our laws, remove people who overstay their visas, dismantle the gangs and cartels, and protect jobs and benefits for hardworking American citizens.		v		V
The good news is, if we win on November 8th, these jobs are coming back. *Here are 7 steps to bring back our jobs, and creating millions of new jobs*		v	v	
I am the change agent. Hillary Clinton is the defender of the corrupt status quo.				V

I am asking for your vote so we can create a New American future.	v			
We will bring America together as one country again – united as Americans in common purpose and common dreams.		v	v	
Finally, we are going to create a more inclusive society where no American is left behind. We are going to bring jobs, opportunity and hope to every community in this nation.		v	v	
We will bring America together as one country again – united as Americans in common purpose and common dreams.		v	V	

Full text: Donald Trump Presidential Campaign in Tampa, Florida

Thank you. I am so thrilled to be in Tampa today. Florida is my second home.

This is such an amazing state, and filled with so many incredible people.

For the next 75 days, we are all going to have to work hard together to win the White House on November 8th.

Our victory on November 8th will be a victory for the people.

It won't be a victory for the pundits, the special interests, the failed politicians. It will be a victory for YOU – for your family, for your country.

It will be a victory for jobs. For security. For prosperity.

It will be a victory for American Independence.

We will reject the failures of the past and create a New American Future where every child – African-American, Hispanic, and all children – can live out their dreams.

We will bring back our jobs.

Rebuild our depleted military.

Take care of our Veterans.

Unleash American energy.

Restore law and order.

And will make government honest once again.

The stakes in this election could not be higher.

Hillary Clinton wants to raise taxes and send jobs to other countries. We are going to cut taxes dramatically, and bring thousands of new companies and millions of new jobs to our shores.

Hillary Clinton wants to pass more terrible trade deals, like the Trans-Pacific Partnership. We are going to stop the TPP, renegotiate NAFTA, and protect every last American job.

Hillary Clinton wants to expand the job-killing regulations destroying small business in America. We are going to cancel every needless job-killing regulation, and put a moratorium on new regulations until our economy gets back on its feet. We will create great numbers of American jobs.

Hillary Clinton wants to put the miners and the steel workers out of work. We are going to lift restrictions on all American energy, and we are going to stand up to foreign cheating that threatens steel production in America.

Hillary Clinton wants to expand job-killing Obamacare and put government in charge of healthcare. We are going to repeal and replace Obamacare, and create choice and competition that puts patients first.

Hillary Clinton wants to trap children in failing schools. I want school choice, charter schools, and merit-pay for teachers. We are going to put our kids on the ladder of success: a good education, and a good-paying job.

This is so important in our inner cities. Nearly 4 in 10 African-American children are in poverty. 58% of African-American youth are not employed. More than

2,700 have been shot in Chicago since the beginning of this year. Violent crime is up nearly 50% in Washington, D.C. and more than 60% in Baltimore.

The Democratic Party has run nearly every inner city in this country for fifty or sixty years or more. They've produced only more poverty, crime, joblessness and broken homes.

To those suffering and hurting and left behind, I say: Vote for Donald J. Trump. What do you have to lose by trying something new? Let me also tell you what you have to gain: more jobs, more security, higher wages, and a prosperous community.

I am asking for the honor of your vote so I can fight for you.

Hispanic citizens have been suffering under this President too.

Since President Obama came into office, another 2 million Latinos have joined the ranks of those in poverty. Incomes for Latino households have declined by nearly $1,000 under President Obama. The number of Latino children living in poverty increased by 15 percent.

I am going to fight to give every Hispanic citizen in this country a better future.

Part of that better future means securing our border to protect the jobs of all people living here today –African-Americans, Hispanic-Americans, all Americans.

Hillary Clinton wants a totally open border. We are going to enforce our laws, remove people who overstay their visas, dismantle the gangs and cartels, and protect jobs and benefits for hardworking American citizens.

That includes protecting the jobs and wages of Hispanic citizens living right here in Florida. They deserve to have their jobs protected from illegal immigration and broken visa programs.

All Americans – from all backgrounds – have a right to have their jobs protected in their own country.

Hillary Clinton would rather give a job to an illegal immigrant than to an unemployed Hispanic citizen – or to a Veteran.

It's going to be America First from now on.

At the core of our America First agenda are three words: jobs, jobs, jobs.

That's why, at the center of my economic plan, is a tax cut for small businesses – down to fifteen percent from 35 percent. Jobs will pour into our country, and new ones will be created across the nation.

There are over 600,000 Hispanic-owned businesses here in Florida. Hillary Clinton's plan would smother them with regulations, drive up their electricity bills, and then raise their taxes to as much as almost fifty percent. Family-owned businesses would take a second hit with a 45 percent death tax – killing more jobs and more community businesses here in Florida.

A Trump Administration will be a true friend to small businesses and working Americans. That means bringing down taxes, bringing down the price of energy, and bringing down job-killing regulations that cost our economy as much as $2 trillion a year.

We are also going to dramatically simplify our tax code. Our current tax code is so burdensome and complex that we waste 9 billion hours a year in tax code compliance.

That will end under a Trump Administration.

Hillary Clinton wants to make taxes even more complicated, and will raise taxes $1.3 trillion dollars.

Her anti-energy regulations, will be a tax hike on the poor.

According to the Heritage Foundation, by 2030, the Obama-Clinton energy restrictions will eliminate another half a million manufacturing jobs, reduce economic output by $2.5 trillion dollars, and reduce incomes by $7,000 dollars per person.

Right now as a country we have no growth.

A Trump Administration will end this war on the American worker, and unleash an energy revolution that will bring vast new wealth to our country.

According to the Institute for Energy Research, lifting the restrictions on all sources of American energy will:

- Increase GDP by more than $100 billion dollars annually, add over 500,000 new jobs annually, and increase annual wages by more than $30 billion dollars over the next 7 years;

- Increase federal, state, and local tax revenues by almost $6 trillion dollars over 4 decades;

- Increase totaleconomic activity by more than $20 trillion dollars over the next 40 years.

My energy plan will help put trillions of dollars back into our economy.

Let's talk about trade too.

Florida has lost 1 in 4 manufacturing jobs since Bill Clinton signed NAFTA – a Hillary-Clinton backed deal.

Florida lost 1 in 5 of its manufacturing jobs since Bill Clinton put China into the World Trade Organization – another Hillary Clinton backed deal.

Our trade deficit with the world is now nearly $800 billion dollars a year.

Like Bernie Sanders said, she has terrible judgement.

The good news is, if we win on November 8th, these jobs are coming back.

Here are 7 steps to bring back our jobs, and creating millions of new jobs:

One: I am going to withdraw the United States from the Trans-Pacific Partnership, which has not yet been ratified.

Two: I am going to appoint the toughest and smartest trade negotiators to fight on behalf of American workers.

Three: I am going to direct the Secretary of Commerce to identify every violation of trade agreements that a foreign country is currently using to harm our workers. I will then direct all appropriate agencies to use every tool under American and international law to end these abuses.

Four: I am going tell our NAFTA partners that I intend to immediately renegotiate the terms of that agreement to get a better deal for our workers. If we don't get the deal we want, we will walk away.

Five: I am going to instruct my Treasury Secretary to label China a currency manipulator. Any country that devalues their currency in order to take unfair advantage of the United States will face tariffs to stop the cheating.

Six: I am going to instruct the U.S. Trade Representative to bring trade cases against China, both in this country and at the WTO. China's unfair subsidy behavior is prohibited by the terms of its entrance to the WTO, and I intend to enforce those rules.

Seven: If China does not stop its illegal activities, including its theft of American trade secrets, I will use every lawful presidential power to remedy trade disputes, including the application of tariffs consistent with federal law.

If we take these steps, jobs and factories will come roaring back into our country.

We can use the new money to rebuild our roads, bridges and airports.

Manufacturing is also a matter of national security. We need to build, produce and create right here in America.

Let me tell you a few more things we are going to do.

We are going to end the government corruption. Hillary Clinton ran the State Department like a failed leader in a Third World Country. She sold favors and access in exchange for cash. As the AP documented, more than half of the people she met with outside government as Secretary of State were Clinton Foundation donors – she even deleted 33,000 emails to hide the evidence of her crime.

It's impossible to tell where the Clinton Foundation ends and the State Department begins.

Then she lied about her crime to Congress over and over again.

Bill Clinton essentially called the FBI Director – James Comey – a liar, when he said the FBI director was spouting "bull". They don't realize that they owe the

FBI Director their political lives for refusing to recommend a prosecution for Hillary Clinton's many crimes.

He saved Hillary Clinton from facing justice for her illegal and corrupt actions.

Remember: Bill Clinton was impeached for lying and obstructing justice, and also had to give up his law license.

Hillary Clinton created an illegal private email server – deliberately, willfully, and with premeditation. She did so to cover-up a vast pay-for-play scheme. Her actions made our enemies vulnerable to foreign hacking, and betrayed the security and safety of the United States. Her actions are criminal, purposeful and calculated.

That's why I've called for a special prosecutor.

But with the Administration rigging the system to protect her vast criminal behavior, the real jury is going to be the American voter.

Hillary Clinton thinks she is above the law. Come November, the American people are going to prove that she is not.

We are going to restore ethics and honesty to our government.

We are also going to restore safety to our country.

Hillary Clinton wants a 550% increase in Syrian refugees. Overall, her plan would bring in 620,000 refugees from all refugee-sending countries in her first term. This at the same time as Lone Wolf attacks, and Islamic terror strikes, are happening all over.

I am going to suspend immigration wherever effective screening cannot take place – and I am going to institute a new ideological screening program to keep out people who don't share our values.

Moving forward, we are going to start promoting American values once again.

It is time to put the era of division behind us, and to embrace a New American Future based on our common values and principles.

I understand that the Wall Street donors, and the Washington insiders, don't want change. They want things to keep on going exactly as they are.

That's why they are throwing their money at Hillary Clinton.

It's the powerful protecting the powerful.

Insiders fighting for insiders.

I am fighting for you.

I am the change agent. Hillary Clinton is the defender of the corrupt status quo.

I am asking for your vote so we can create a New American future. This includes:

Millions of new jobs through lower taxes, less regulations and trade deals that put America first.

The appointment of judges who will protect our freedoms and the 2nd amendment.

A new foreign policy that focuses on defeating ISIS – not nation-building. Hillary Clinton's reckless policies unleashed ISIS onto the world. She will never have the judgment or the stamina to fix the problems she created.

It was just announced that the country is less safe today than it was before 9/11.

We are going to defeat terrorism and keep the terrorists out of our country.

Finally, we are going to create a more inclusive society where no American is left behind. We are going to bring jobs, opportunity and hope to every community in this nation.

Once again, we are going to have a government of, by and for the people.

This is going to be your country, your government, your future.

The rule of special interests is over.

We will bring America together as one country again – united as Americans in common purpose and common dreams.

A thriving economy.

A strong border.

A powerful military.

A peaceful nation.

A rising standard of living.

This is what I promise you.

Let's get out there and win on November 8th.

Together, We Will Make America Wealthy Again

We Will Make America Proud Again.

We Will Make America Safe Again.

And We Will Make America Great Again For Each And Every American.

Thank you, and God Bless You!

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