

COMMISSIVE SPEECH ACT IN DONALD TRUMP'S SPEECH CAMPAIGN

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Abstract

This research is about the commissive speech act that used by Donald Trump's speech campaign in Henderson, Nevada on 13 September 2020, the Commissive speech acts carryout the speaker with particular action in the future. The aim of this research is to find the types of commissive speech acts and to understand the functions of commissive speech acts by using pragmatic approach. The orientation in this research refers to the utterance of Donald trump. This research is descriptive qualitative method with data source from video's Fox Business in YouTube. Technique of data collecting is observation, watching and take note. The result of the research found 28 forms of commissive speech acts. The result indicates 8 types of commisive speech acts promise, threaten, swear, guarantee, warrant, refuse, assure and vow. One of the most frequently used is Promise commissive speech acts. The promise commissive speech acts consist 15 from 28 data. The functions of commissive speech acts show the confident, commit, persuade, invite, guarantee and capability in re-elected to be a president.

Keywords: Commissive, Campaign, Speech acts.

INTRODUCTION

Language is capability to build and interpret the word of the language itself (Klarer 2004), language used as the toll of communication. Communication is mandate or massage of the speaker convey to interlocutor, the good communication is required as social being to build relation to each other (Hamuddin et al., 2020).

Communication will run smoothly if the speaker and interlocutor carryout their respective roles, every utterance created a meaning which has relation between context and intention. Hence, there are lot of misunderstanding speaker and interlocutor because the lack of knowledge to interpret meaning. Pragmatics is a branch of

linguistics that studies how linguistic units are communicate to reveal the background of a speech. Pragmatics describe study of the language use in context, pragmatic is a part of literature in use language appropriately (Betty j, 2013). Actually, pragmatic is study about how the context contributes with meaning, the core description of pragmatics are presupposition, indexicality, implicature, and speech act. However, in the fact, there is not limit that context able to influence meaning (Klarer, 2004).

Communication can be required in society which includes activities such as government, commerce, health, education, and religion, for examples language use in society, such as education field when the teacher is teaching in class, language use in

commerce field when the seller promote the stuff to customer and language use in health field when the doctor speaks to the patient. The speech act is important things in process and occasion communication.

Searle developed theory of speech acts with divides the illocutionary speech acts into 5 categories, namely assertive, directive, expressive, commissive, and declarative. One of speech act that had been catching the attention of writer is commissive speech act. Commissive speech acts focus for an agreement or action that causes the speaker to do something, such as: pledge, promise, swear, covenant, vow, contract, embrace, and guarantee (Searle, 2011). The action of human occurs when he speaks called speech act, the speech act is a manifestation of language function that reflected intention from utterance. In communication the speaker often expects the interlocutor take action as speaker said, and the speaker want, the hearer understand what the speaker needs.

According on Bach & Hanish in Allan (1986) the classification of the commissive speech act in different types have value in classes speech acts. In this speech act found that the statement is vague, value-truth and commissive speech act has prediction of probable truth value (genuineness values). Bach & Hanish define commissive speech act into two classes, there are promises and offers. There are some strategies to use promise speech acts: Speaker extremely believes that speaker can do his utterance (promise), Speaker willing intend to do his utterance (promise) according to the speaker wish, Speaker reflex intends to do his utterance (promise) to be a reason for hearer that speaker willing carry out his responsibility. Promising commissive speech act consists in three categories, there are promises, swear and vow. Promising have sub-classes include: bets, contracts,

guarantees, and surrenders. The other kind of commissive speech act is offer commissive speech acts. The offer commissive speech acts occur when the speaker offers the hearer to do something. There are some strategies use offering: Speaker believes that speaker can do the utterance (offering), and someone needs the offering done, Speaker willing intend to do the utterance (offering) in condition the hearer show that the hearer want the offering to be done Speaker reflex intends to do his offering and the hearer believe that speaker perform to do his utterance (offering) base on the hearer wants. Offering consists in some classes, there are offer, propose, and volunteer.

The events of speech act can be seen in real phenomena as happen in television, especially news program, the newly news discussed in USA and seized the world's public attention is presidential election, which many campaigns conduct by candidates. One of candidate catches the attention people in the world is Donald Trump. The Donald Trump is running for president in the second time, he hold a campaign in the Henderson, Nevada on 13 September 2020. In this campaign the researcher found many commissives speech act in speech of Donald Trump. Here is an example of commissive speech act has found in Donald Trump's campaign speech. Donald said "... *Unlike Biden, I will always stand with the heroes of law enforcement, and I am deeply honored to have gotten all of those endorsements*"

Donald is speaking to audience discuss about political opponent. The utterance show that the speaker uses commissive speech act which is pledge in the future action. Donald Trump promises will royal the heroes of law more than his political opponent who will surrender their county to the mob if his political opponent wins to be president.

According description above, the researcher found many commissives speech acts in utterance of Donald Trump to get public support in the speech campaign presidential election. In this speech the speaker will commit the utterance to do in the future action.

There are two previous researches relevant with this study. The first previous researches relevant with this study is Khalimatul (2017) with title An Analysis of Donald Trump's commissive speech act in USS yorktown December 7, 2015. The research focuses to analyze the meaning what the participant hold about the problem and to know the function of commissive speech act. The result of the research is show commissive ilocutionary act which classification into commit, promise, threaten, refuse, assure, guarantee and bet.

Next, Husain, Hamamah and Nurhayani (Husain, Hamamah, and Nurhayani 2020) with title: Commissive Speech Act in Indonesia Presidential Debate. The research focuses to analysis all the utterance candidate of president. The result find 20 commissive speech acts are produced by Jokowi, Prabowo and Sandi.

The relation of this research with previous research is use pragmatic approach with main issue to find the commissive speech acts. Meanwhile, this research different with previous research in contain which is aim of this research focuses to analyze the utterance of Donald Trump to find the types and the function of commissive speech act in the Donald Trump speech campaign in Henderson, Nevada on 13 September 2020 with some categories promise, threaten, swear, guarantee, warrant, pledge, refuse, assure and vow. The researcher is attractive to analysis commissive speech toward Donald Trump's speech.

The objective of the research is to find the types of commissive speech acts used by Donald Trump and to understand the functions of commissive speech acts by Donald Trump's speech campaign in Henderson, Nevada on 13 September 2020.

The significance of the research divides into two parts: the first is theoretically significance, this research help study of pragmatic and strengthen the theory of commissive speech act. This research contributed to science. Especially, help an analysis related with commissive speech act in society. The second is practically significance, the significance for the researcher is expand knowledge and experience of researcher in pragmatic field, particularly commissive speech act in daily life and the researcher able to communicate in society, the researcher free to convey the ideas and the researcher able to interpret meaning of utterance people correctly. The results of this research are expected to be reference for the readers to expand the knowledge about the types and function of commissive speech act in speech. Austin (1962) said the keynote of commissive speech act is one of type speech act to commit the speaker utterance in particular action, this speech act expresses something with purpose the speaker to do the utterance in the future. Some obvious such as promise, vow, pledge, covenant, contract, guarantee, embrace, and swear.

METHOD

Basically, research method has the scientific way to find the data in specific aim and needs (Sugiyono, 2012, Hasyim et al., 2020). This research used descriptive qualitative method. Creswell (2013) describes that the research produces descriptive data in two forms, there are instrument or test and collecting data is

behavior. This research also the way to gather data from phenomena by observe the participants behavior in activities (Abbas, 2020). Sugiyono (2012) expresses that descriptive research focuses to examine data in the form of utterance or writing.

The research used descriptive because the data found from the speech or utterance of Donald Trump in campaign at Henderson, Nevada on 13 September 2020. The collecting data in this research is observation. Observation interprets as systematic observation and record toward phenomenon in object research. After observed the data, the researcher took note data with purpose to change the data from the speech into transcript and the result of collecting data arranged in systematically base on the problem in the research. In the last step, the researcher classified types of commissive speech act and find out the function of commissive speech acts according the Austin.

FINDINGS AND DISCUSSIONS

This section describes about result of the research with applies the pragmatic approach, the result explain the types of commissive speech acts and the function of commissive speech acts. The data focus to the Donald Trump’s speech campaign. Based on collecting data, the researcher found 28 commissive speech acts in different functions. The result indicates 6 types of commisive speechs, there are promise, threaten, swear, guarantee, warrant, refuse, assure and vow. The most frequently use is promise commissive speech act. Through the commissive speech acts was used by Donald Trump express his vision and mission and the action will be done when he re-elected as president.

Table1. Below is result of types commissive speech act:

No	Type of commissive	Amount
1.	Promise	15
2.	Threat	5
3.	Pledge	2
4.	Guarantee	3
5.	Assure	1
6.	Vow	2
Total		28

The description of types and the function commissive speech act of Donald Trump’s Speech campaign in Henderson, Nevada on 13 September 2020 are following:

1. Promise commissive speech act

Promise is a common word that used by speaker to get the confident and commit to do the utterance in the future, promise is something must be done, the hearer would be prefer done or not being done (John R. Searle 2011). This study consist 12 data promise commissive speech, the explanation are below:

Data 1 :

“...I am running for reelection to bring back the tremendous prosperity that we enjoyed before the plague came in, and it’s happening very fast” (Retrieve YouTube/20 September 2020/in minute 22:46).

Donald Trump is talking about the reelection president USA when he holds a campaign event in Nevada on September 13, 2020. The speaker intends make a promise if he reelected to be a president, he will bring back the extremely prosperity like before plague come in. the utterance show that the speaker able to keep USA strongest in the future. The mark of intonation which the utterance containing promises when the speaker said: I’m running for reelection to bring back the tremendous.

Data 2 :

“...I’ll always stand with the heroes of law enforcement. And I’m deeply honored to have gotten all of those endorsements. That to me is a really big deal” (Retrieve YouTube/20 September 2020/in minute 18:10)

Donald Trump is talking about his political opponent, when he holds a campaign event in Nevada on September 13, 2020. The speaker intends to compare himself with his political opponent, the speaker intends to promise that he always support the heroes of law if he elected become a president again, he did not like political opponent. The mark of intonation which the utterance containing promises when the speaker said: “I’ll always stand”.

Data 3:

“...If I were a Congressman or Senator, I’d be in there with that one. You know, they’ll say, “Oh, freedom of speech.” That’s not freedom of speech” (Retrieve YouTube/20 September 2020/ in minute 22:29).

Donald Trump is talking about his desire to have law when he holds a campaign event in Nevada on September 13, 2020. The speaker intends to convey his desire to have a law, and he promises if he is congressman or Senator, he wants to make law to who burn a flag. The mark of intonation which the utterance containing promises when the speaker said: “if I were a Congressman”.

2. Threat Commissive speech act.

Allan (1986:195) reveals that promise include in two parts, there are promise- truth and threat. The matter makes promise become threat if the utterance has intention to cause pain, affair and punishment. Allan defines the promise truth into performative verb and threat into non performative verb. There are 5 threats in the data, the explanation below:

Data 5:

“...You’re talking about serious money, and that money is not used for good reasons. And these stupid corporations ... and they’ll be the first to

go if the radical left ever took ... They’d throw those guys out like they were nothing. If they were lucky, they’d just be thrown out. It would probably be a lot rougher than that” (Retrieve YouTube/20 September 2020/in minute 11:13)

Donald Trumps is talking about the corporation poor people who except money to support anti-police and other organization of political opponent, Donald Trump spoke in front of public when campaign event in Nevada on September 13, 2020. Donald Trump feels afraid and worries to who received funding anti-police and other organization, they will be thrown out and kick out if his political opponent wins. The utterance of Donald Trump is threat commissive, the threat here revealed an intention of Donald trump that he feels afraid and pain. The function of threat hearer to persuade them to believes to speaker, because Donald Trump wants people aware to police officer. The intonation of threat which look in utterance “If they were lucky, they’d just be thrown out”

Data 6 :

“...If Biden wins, China wins. If Biden wins, the mob wins. If Biden wins the rioters and anarchists, and Look, you see what’s going on. The arsonists and flag burners, How about the flag burning? I would love-“(Retrieve YouTube/20 September 2020/in minute 21:07)

Donald Trump is talking about the effect if his political opponent wins, the rioter and anarchists will be rampant. Donald Trump spoke in front of public when campaign event in Nevada on September 13, 2020. The utterance of Donald Trump show that he wants threaten people if his political opponent wins the rioter and anarchists will be rampant, and might be flag burner will occur. The function of threat in this data express an intention that the speaker has plan to do something and invite the hearer believe to the speaker. The intonation of threat which looks in utterance “If Biden wins the rioters and anarchists, and ...”

3. Guarantee commissive speech act.

The guarantee speech act is the speaker confident to achieve something in the future. Usually, guarantee uses to persuasive someone of the truth and to fulfill obligation in the future action. There are 3 guarantees commissive speech act was found in the data, the explanation below:

Data7 :

“..We will ensure peace through strength, two and a half trillion dollar have the strongest military we've ever had, beautiful brand new equipment” (Retrieve YouTube/20 September 2020/in minute 01:01:06)

Donald Trump is talking in front of public, he discusses about his plan when he reelected again in the next 4 years. The guarantee commissive speech act found when Donald Trump describes about his plan when he re-elected become a president, the intention of Donald Trump that he wants to ensure that he able to achieve peace through strength, get the strongest military and beautiful brand new equipment. The function of guarantee in the data is to describe that he able to achieve his plans and get great belief from public. The intonation of guarantee which looks in utterance “We will ensure”.

CONCLUSION

This research present the conclusion that commissive speech acts of Donald Trump's speech campaign in Henderson, Nevada on 13 September 2020, the researcher found that there are two points of commissive speech act, those are describe types and the function of commissive speech act. Certainly, this study found 28 commissive speech act used by Donald Trump, there are types and function, the types of commissive speech act consists six types, the types are promise, threat, pledge, guarantee and vow. The most type of commissive speech acts was spoken by Donald Trump is Promise act which the utterance refer to the future action with conditional sentence, the promise

commissive speech act consist 15 from 28 data. The functions of commissive speech act intend to show the confident, commit, persuade, invite, guarantee and capability in re-elected to be a president.

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