

Critical Discourse Analysis of Kamala Harris's Judgment on Trump' Handling Over Pandemic In President Election Campaign of the United States 2020

Laelatul Abidah¹⁾

¹⁾Universitas Negeri Padang

email: laelatulabidah99@gmail.com¹

Abstract

This research aims to identify the type of judgments and the most judgments were realized in Kamala Harris's campaign speech on Trump in handling pandemic in president election of United States 2020. The method of this research was using descriptive qualitative research. This research was done by breaking the speech into sentences to find out the Attitude's judgment and after that identify it. The data were the transcript of Kamala Harris's campaign speech in the United States President's election 2020 about Trump' handling pandemic. Conducting this research, the researcher applied Appraisal Theory by Martin and White (2005). From the analysis, the researcher found there were 160 sentences based on Kamala Harris's speech about how Trump handling pandemic. From 160 sentences, there were 33 data of judgments, there are 10 data (30,3%) of negative judgment capacity, 15 data (45,4%) of negative judgment tenacity, and 7 data (21,2%) of negative judgment propriety. The percentages showed that the most judgments appear in Kamala Harris speech on Trump' handling pandemic was about Trump's negative tenacity.

Keywords: Appraisal Theory, Judgment, Speech, Campaign, Pandemic

Introduction

Kamala Harris's campaign speech is interesting to be analyzes as the data research because Kamala Harris has a lot of thought and ideas in the presidential candidates of the President United States. Her campaign speech should have some evaluation on the other president and vice president candidate, which were Donald Trump and Mike Pence. The researcher chose focusing on Donald Trump as the president candidate. The evaluation was about the attitude of Kamala Harris on Trump's which is her rivals. In Social Functional Linguistic, this attitude could be analyzed using interpersonal studies which emphasized the judgments on a phenomenon.

Language is studied using a method called systemic functional linguistics (SFL), which sees systemic and functional aspects of language. Ideational meaning, interpersonal meaning, and textual meaning are the constituent parts of SFL that function (Halliday, 1985 in Lusi, 2016). This research focused on interpersonal meaning using Appraisal theory by Martin and White (2005) especially analyzed the judgment. The researcher chose this theory because in Kamala Harris's campaign speech, there are Harris's judgments on Trump's presidency before the election. For limitation the data, the researcher took the topic of campaign speech about pandemic Covid-19, because the pandemic is the hottest topic that started at the end of 2019 in Wuhan and January in United States. The problems of this research were to identify the type of judgment and explain how the judgment realized in Kamala Harris campaign speech in the President election of the United States about Trump' handling pandemic.

Halliday coined the term "Social Functional Linguistics" (SFL) in 1985, when he published the first edition of "An Introduction to Functional Grammar" (Halliday, 1985 in Kusumaningrum, 2014). SFL looks at language from the point of view of how language is used in social life. The object of the study

that is used in SFL is a language that is actually used in various contexts and what is the function of language itself. Then SFL looks at how the meaning of language is used in these diverse contexts (Gerot, 1995 in Kusumaningrum, 2014). Critical Discourse Analysis (CDA) is the development of discourse analysis studies. In discourse analysis, the linguistic phenomenon studied is text. The text could be written or spoken (Halliday, 1984 in Kusumaningrum, 2014). When discourse analysis is associated with social relations, the study enters into a critical discourse analysis approach. SFL is used as an analytical knife, after that the findings of the SFL are interpreted so that it becomes a critical discourse analysis. The main focus of this research is in interpersonal meaning because interpersonal meaning is the meaning of an expression associated with social relations used Appraisal theory.

Martin and White (2005:34) established appraisal theory as an evaluative use of language by concentrating on one metafunction of language, interpersonal meaning. Appraisal is a type of interpersonal metafunction in this scenario. The purpose is to examine the interaction between speakers and listeners, as well as authors and readers. Martin and White divide appraisal theory into three subsystems: attitude, engagement, and graduation. Attitude is the feeling reaction (affect) and behavior judgment (judgment) or evaluation of a thing (Appreciation). It is concerned with how the speakers/writers express positive and negative evaluations. The engagement system is a set of linguistic alternatives that enable an individual to indicate the level of commitment to the opinion being offered. And the graduation is responsible for a speaker's ability to strengthen or lessen the strength of their beliefs.

The scope of Appraisal theory and the sub-category of Attitude which are Affect, Appreciation and Judgment. This analysis focused on the attitude's judgment. The examination of attitudes and behavior, or the characters, is known as judgment. According to Martin and White, judgment is separated into two categories: social esteem and social censure. Social esteem is the value of sharing with family, friends, or other people that is commonly employed in oral culture, such as talk, gossip, or jokes. While social sanction is the sharing of principles that underpin civic obligation, it is typically applied in edicts, rules, laws, and regulations. In social esteem, there are two types of judgments: positive for admiring someone or something and negative for criticizing someone or something. The judgment of social esteem relates with "normality," which refers to how unique someone is, "capacity," which refers to how talented they are, and "tenacity," which refers to how tenacious they are. Social sanction is defined as the sharing of ideals that underpin civic obligation and is commonly utilized in edicts, rules, regulations, and laws. Social censure also contains two forms of judgment: positive for praising someone or something and negative for condemning someone or something. It relates with "veracity," which refers to how truthful someone is, and "propriety," which refers to how ethical someone is.

Methods

The descriptive qualitative method was used in this investigation. Qualitative research produces discoveries that cannot be obtained using statistical techniques or other quantitative ways. Non-mathematical data analysis results from qualitative research. This approach yields results based on data gathered through numerous methods such as interviews, observations, documents or archives, and testing.

The data used in this research were divided into two kinds, primary data and secondary data. The primary data was one of speech by Kamala Harris in her campaign in United States President Election 2020 about Trump' handling the pandemic Covid-19. The secondary data were taken from some journals, thesis, articles, other documents and web pages. The source of the data was from YouTube. This analysis focused on the words, phrases or clauses of Harris's campaign speech in each data that containing judgment on Trump in handling pandemic. In this study, the writer uses observation and documentation as the processing of method of collecting data. The method of analysis, first, identifying the type of judgments, then explaining how judgment realized in Kamala Harris's campaign speech on Trump' handling over pandemic in US president election 2020.

Results and Discussion

The researcher found 33 judgments in Kamala Harris’s campaign speech about Trump handling over pandemic in President Election of United States 2020. The type of judgment recognized in this research were negative capacity, tenacity that related to social esteem and positive and negative propriety related to social sanction. The results is displayed in Table 1.

Table 1. Judgment of Corpus Data

+/-	Social Esteem			Social Sanction		ΣJudgments
	Normality	Capacity	Tenacity	Veracity	Propriety	
+	-	-	-	-	-	-
-	-	10	15	-	7	32
			Total			32

Social Esteem

This type of judgment based on a person's 'normality' (how unusual they are), 'capacity' (how capable they are), and 'tenacity' (how resolute they are). The judgments consist of positive and negative judgment. Positive judgment is the attitude and the way behave to the people that consist of positive evaluation. Positive judgment is the attitudes to the people and the way they behave that consists of positive evaluation (Wicak, 2017). Negative judgment is the attitude of people and the way they behave which is consist of negative evaluation.

a. Normality

Normality is about how unusual or special someone is. Based on the data, the researcher did not find the judgments related to normality.

b. Capacity

The judgment related to capacity in this research, Kamala Harris described that Trump was lack of capability being a President of the United States in handling the pandemic covid-19. There were 10 judgments related to how Trump didn’t capable as a President of the United States. Here are findings of Kamala Harris’s judgment related to capacity:

- (54) **failed.**
- (55) **doesn’t understand the presidency.**
- (62) **failed**
- (63) **failed**
- (70) **failed**
- (71) **incompetence**
- (92) **unwilling**
- (93) **unable**
- (143) **failed**
- (152) **not changing.**

All of the judgments related to capacity above are negative expressions. There are no positive judgement. It means Kamala Harris judge Trump that he does not have capability being a president of US.

c. Tenacity

Here are the results that researcher got from Harris’ judgments on Trump related to tenacity. As the researcher said above, tenacity means how dependable someone is.

- (64) a **reckless disregard**
- (75) **dismissed**
- (79) **doesn’t have a plan.**

- (80) **doesn't have a plan.**
- (94) **fixated**
- (98) **caved.**
- (106) **stood idly**
- (107) **froze.**
- (108) **scared.**
- (115) **won't take responsibility.**
- (116) **won't act.**
- (137) **cut**
- (139) **eliminated**
- (141) **erasing**

Based on this research, the researcher found 15 judgments about tenacity. All of the judgments are negative. This type is the most judgment that appears than other judgments. It means Kamala Harris mostly talked about Trump's tenacity in his policy on pandemic over his presidency, especially negative judgment related to tenacity. It described Kamala Harris judge that Trump undependable being a President of the United States again.

Social Sanction

a. Veracity

Veracity means how honest or truthful someone is. Based on this research, the researcher did not find the judgment that related to veracity. It indicated there was no Harris judgment on Trump talked about how truthful or insincere Trump was in handling pandemic in her speech.

b. Propriety

Propriety means how ethical someone is. There were 8 judgments related to propriety that researcher found in the speech of Kamala Harris. There were 7 negative judgments related to propriety.

- (51) **ego**
- (67) **never appreciated**
- (90) **wrong**
- (96) **convinced**
- (110) **petty and vindictive.**
- (144) **making it worse**
- (148) **worse**

In this type of judgments, also Harris give negative judgments to Trump related to his ethical. From seven negative judgments above, it explain that Harris judge Trump didn't have a good ethical as a president of the US.

Conclusion

According to the analysis, the researcher could conclude the analysis as follows. There were 160 sentences based on the speech of Kamala Harris about how Trump handling pandemic. The kind judgments applied in the speech were *capacity*, *tenacity* and *propriety*. There were two judgments which didn't appear in the speech, *normality* and *veracity*. After analyzed, the researcher found there were 33 data of judgments. There were 10 datum (30,3%) of negative judgment capacity, 15 data (45,4%) of negative judgment tenacity, and 7 data (21,2%) of negative judgment propriety. The percentages showed that the most judgments appear in the speech of Kamala Harris on Trump' handling pandemic was about Trump's negative tenacity. It means Harris claimed that Trump was undependable as a president of the United States in handling the pandemic covid-19.

The researcher hopes that this study will be valuable to lecturer who teaches this topic as well as students who are interested in researching the same topic of interpersonal meaning utilizing Appraisal theory, particularly in judgment analysis. The researcher suggests to the next researcher who will do the same topic to delve deeper into the Appraisal System and make certain changes, because this research was still far from completeness. They could do research in the future analysis about the Appraisal Theory that is relevant to this research.

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