

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Public speaking is a process, an act and an art of making a speech before an audience. Absolutely everyone from the age of 10 to 90 has found themselves in situations where they have had to speak publically (Arina, 2011). For being a public speaker, people do not necessarily just make a speech when they become a Master of Ceremony (MC) in birthday party or when introducing yourself in front of your classmate. It is not enough make a speech in front of a group of people to be a good public speaker. According to Arina (2011) the goal of being public speaker should not be limited with informing your audience or expressing your thought publically, but to changing emotions, actions and attitudes and to leaving your listeners moved by the words and touched by their meaning. The important thing for being a public speaker is giving a successful speech. Everyone could be a brilliant speaker, includes people who often give a speech in public is political figures.

Political figures usually give a speech to the public society in their campaign. They should have a successful speech in delivering their visions and missions. The speech should attract public attention. The ability in giving a speech of someone can be seen from their experience speaking in public and also their knowledge capability, especially for political figures. One of political figures from United States

(US), Kamala Harris attracted public's attention nowadays since Joe Biden chose her as his vice president in the US presidential election 2020. Based on an article from *harris.senate.gov* she is the second African-American woman and first South Asian-American senator in history. She serves on the Homeland Security and Governmental Affairs Committee, the Select Committee on Intelligence, the Committee on the Judiciary and the Committee on the Budget. The article said that she has spent her life fighting injustice, that is a passion that was first inspired her by her mother, Shyamala, an Indian-American immigrant, activist and breast cancer researcher.

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 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.

In this case, the researcher analyzed Kamala Harris's speech by using Appraisal approaches in Systemic Functional Linguistic (SFL). Systemic Functional

Linguistics (SFL) is a study of language that views language as two characteristics, systemic and functional. It is systemic because SFL uses theory of meaning as a choice, by which a language or any other semiotic system is interpreted as networks of interlocking options (Halliday,1994). As the fundamental elements, it gives priority in analyzing language.

The functional components of SFL are ideational meaning, interpersonal meaning and textual meaning (Halliday, 1985 in Lusi, 2016). The ideational meaning is the definition to show pattern of experiences. It is important to grow sensitivity in what happened around them and inside them and to build a mental picture of reality. The textual meaning focus the organization of the text in which the experiential, logical and interpersonal are bound together into a coherent. According to Eggins and Slade, the textual meaning is meanings about the message for example foregrounding/salience; types of cohesion (1997:49 in Lusi, 2016). The interpersonal functions play the role of setting up and maintaining social relations, and indicate the role of the participants in the communication (Halliday, 2002).

Then, the interpersonal meaning is focus on the interaction between speaker and listener or writer and reader. Martin and White (2005) initiated appraisal theory as evaluative use of language by focusing one metafunction of language that is interpersonal meaning. This research will analyze the attitude from Kamala Harris's campaign speech in US president election 2020 using appraisal theory based on

Martin and White (2005), especially analyze 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.

By looking Harris's background that has black descendants becomes the first vice president woman in United States, it is interested to know how Harris's judgments on Trump' handling over pandemic since Donald Trump was a President of United States at that time before the election, this was the first reason why the researcher took this to be researched. Second, people all know the numbers of racist actions happened between black and white US people there, and Kamala Harris's background was from African-American which is black and Trump was from white people. The researcher wanted to know how Harris as a black people judged Trump's policy as a white people. Third, why the topic was about pandemic Covid-19 is because the pandemic is the hottest topic that started at the end of 2019 in Wuhan. The focus of this research was about the judgment of Kamala Harris of Trump during the pandemic. The researcher chose the title of this research as "Critical Discourse Analysis of Kamala Harris's judgment on Trump' Handling over Pandemic in President Election Campaign of United States 2020" because it is suitable with the conclusion of the whole of research. The researcher analyzed the judgment in Kamala Harris's speech and the speech that related to the Donald

Trump's policy in handling the pandemic since the pandemic Covid-19 began from January 20th in United States which was he still a President of United States. By reading the title that has been cleared enough to the readers to know the content point of this research.

A.2 Problems of the Research

1. What types of judgments are recognized in Kamala Harris's speech about Trump's handling over pandemic in US president election 2020?
2. How Kamala Harris's judgments are realized on Trump's handling over pandemic in US president election 2020?

A.3 Objective of the Research

1. To identify the judgments are recognized in Kamala Harris's speech about Trump's handling over pandemic in US president election 2020.
2. To explain the judgments are realized in Kamala Harris's speech about Trump's handling over pandemic in US president election 2020.

A.4 Significance of the Research

By analyzing Kamala Harris's judgment on Trump' handling over pandemic, this research is expected to give some benefits. First, for the student who will do the

same research to expand the knowledge about Appraisal System. Second, this research is expected to give benefit as a reference for reader or other researchers who want to further study about Appraisal System.

A.5 Limitation of the Research

According to the background, this research is limited on Appraisal Theory by Martin and White especially in judgment. The object of the research is the Kamala Harris speech in her campaign in United States President election 2020 about how Trump handling during his presidency in this pandemic.

A.6 Definition of Key Term

A.6.1 Appraisal

In SFL appraisal is an element of interpersonal metafunction. The ultimate purpose is to examine the complex relationship that exists between speakers and listeners as well as between writers and readers.

A.6.2 Kamala Harris

Kamala Devi Harris, the 49th and current Vice President of the United States, is an American politician and attorney. She is the first African American and Asian American vice president, as well as the highest ranking female official in US history.

A.6.3 Speech

Speech is the use of words in human voice communication. Each language employs phonetic combinations of vowel and consonant sounds to create the sound of its words and then uses those words in their semantic character as words in the lexicon of the language according to the syntactic restrictions that regulate the function of lexical words in a sentence.

A.6.4 Judgment

Judgment is also known as adjudication and it refers to the process of evaluating information on someone's behavior. According to Martin and White (2005) judgment deals with attitudes towards behavior, which we admire or criticize and praise or condemn.

A.6.5 YouTube

YouTube is the second most viewed website in the world after Google. This media platform was found in February 2005 as an online video sharing and social media platform with over one billion monthly users in the world.

A.6.6 Pandemic

Pandemic is an outbreak of an infectious illness that has spread across a broad area, such as multiple continents or the entire world, and has affected a huge number of people. This research focused on pandemic Covid-19 that started at the end of 2019 in Wuhan and January 2020 in United States.

A.7 Organization of the Research Report

The writer arranged the writing system in order to be systematic as follow:

A.7.1 Chapter 1: INTRODUCTION

This chapter consists of Background of the research, problem of the research, objective of the research, significance of the research, limitation of the research, definition of key term and organization of the research.

A.7.2 Chapter II: REVIEW OF LITERATURE

This chapter consists of theoretical framework and review of related research that has similarities with this research.

A.7.3 Chapter III: METHODOLOGY

This chapter deals with type of the research, data and source of data, how the method of collecting data, how the technique of collecting data and how the method of analyzing data.

A.7.4 Chapter IV: DATA ANALYSIS

This chapter was about the description of the data, data analysis and the discussion of the data analysis.

A.7.5 Chapter V: CONCLUSION

This section is the final part of the content of the thesis research report which consists of conclusion and suggestion of the research.

