

**MODALITY AND IDEOLOGY IN DONALD TRUMP CAMPAIGN
SPEECHES**



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements
For *Sarjana Sastra Degree***

Daffa Dienillah

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**ENGLISH LITERATURE DEPARTMENT
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

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2025

APPROVAL SHEET

This is to certify that this undergraduate thesis entitled "Modality and Ideology in Donald Trump Campaign Speeches" by Daffa Dienillah has been approved by the advisor(s) and the Head of the English Department to be examined by the Board of Examiners.

Purwokerto, July 25th, 2025

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**MODALITY AND IDEOLOGY IN DONALD TRUMP CAMPAIGN
SPEECHES**

**An Undergraduate Thesis
by**

**Daffa Dienillah
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**has been examined and approved by the Board of Examiners as one of the
requirements for Sarjana Sastra degree on 25 July 2025**

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STATEMENT OF ORIGINITY

Name : Daffa Dienillah

Student of Number : 2002010032

I hereby declare that this thesis entitled "MODALITY AND IDEOLOGY IN DONALD TRUMP CAMPAIGN SPEECHES" here attest and affirm that the material in this thesis has not been previously conducted or submitted and published for a degree in any university nor journals, and to my best knowledge, any referenced-quotations are shown in the arrangements of citations and bibliography. If, at any point, it is proven that this research is plagiarized or contradicts this statement, both the research and any associated degree shall be rendered invalid.

I make this declaration with full awareness and without coercion from any party.

Purwokerto, July 25th, 2025



Daffa Dienillah

MOTTO

“We live every day, and we only die once.”



DEDICATION

This thesis is respectfully dedicated to my parents for their unwavering support and sacrifices, and to myself for the resilience and dedication throughout this journey.



ACKNOWLEDGEMENTS

First and foremost, all praise and gratitude are due to Allah SWT, who has granted me health, strength, and guidance throughout this journey. Sholawat and salam are always extended to the Prophet Muhammad SAW, whose example continues to guide us in every step of life. With the blessings and grace of Allah, I was given the chance and ability to complete this thesis, even with all the challenges along the way. Although this work is far from perfect, I am deeply grateful and proud to have reached this point and completed it in due time.

Through this acknowledgement, I would like to sincerely dedicate this thesis to all those who have continuously prayed for me, supported me, and encouraged me throughout the process of finishing this final work:

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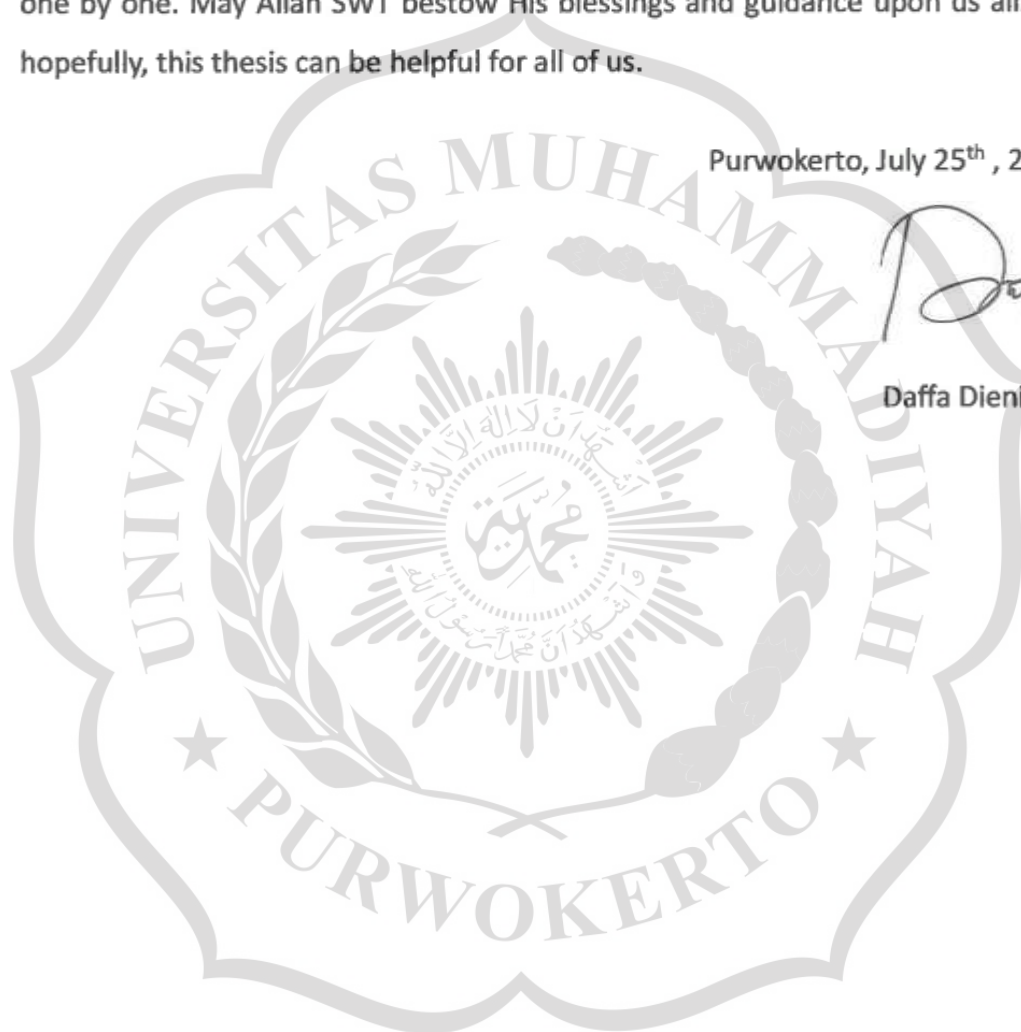
8. To Universitas Muhammadiyah Purwokerto, you will be missed.

As well as all those who have helped me, who cannot be mentioned one by one. May Allah SWT bestow His blessings and guidance upon us all. And hopefully, this thesis can be helpful for all of us.

Purwokerto, July 25th, 2025



Daffa Dienillah



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ABSTRACT

Dienillah, Daffa, 2002010032. 2025: *MODALITY AND IDEOLOGY IN DONALD TRUMP CAMPAIGN SPEECHES*. Undergraduate Thesis for Sarjana Sastra Degree, English Literature Study Program, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This research investigates the use of modality and the reflection of ideology in political discourse. It employed a qualitative approach. The data sources are two campaign speeches delivered by Donald Trump in Butler, Pennsylvania on October 5, 2024, and Phoenix, Arizona on July 24, 2024. These speeches are analyzed in terms of types (modalization and modulation) and values (high, median, and low) of modality. The analysis uses Halliday and Mathiessen's (2014) theory of modality and is supported by Van Dijk's (1998) theory of ideology. The findings reveal the use of modality to highlight ideologies in Butler is nationalism that has three aspects, such as anti-immigration, economic nationalism, and identity politics, and in Phoenix is anti-elitism that has three aspects distrust of political leaders, blaming the media and institutions and election system. High obligation and inclination are often used to show strong commitment, while medium and low values reflect uncertainty or attempt to persuade. The results show that modality is not only used to express personal stance but also to build political identity and influence public opinion. This study enhances the understanding of how language, especially modality, can be used to reflect ideology in political speeches.

Keywords: *modality, ideology, political discourse, Trump, Halliday*

INTISARI

Dienillah, Daffa, 2002010032. 2025: MODALITAS DAN IDEOLOGI DALAM PIDATO KAMPANYE DONALD TRUMP. Skripsi Sarjana Sastra, Program Studi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini mengkaji penggunaan modalitas dan refleksi ideologi dalam diskursus politik. Pendekatan kualitatif digunakan dalam penelitian ini. Sumber data terdiri dari dua pidato kampanye yang disampaikan oleh Donald Trump di Butler, Pennsylvania pada 5 Oktober 2024, dan Phoenix, Arizona pada 24 Juli 2024. Pidato-pidato tersebut dianalisis berdasarkan jenis (modalization dan modulation) dan nilai (tinggi, sedang, dan rendah) modali. Analisis ini menggunakan teori modality Halliday dan Mathiessen (2014) dan didukung oleh teori ideologi Van Dijk (1998). Hasil penelitian menunjukkan bahwa penggunaan modality di Butler menonjolkan ideologi nasionalisme yang memiliki tiga aspek, yaitu anti-imigrasi, nasionalisme ekonomi, dan politik identitas, sedangkan di Phoenix menonjolkan anti-elitisme yang memiliki tiga aspek, yaitu ketidakpercayaan terhadap pemimpin politik, menyalahkan media dan institusi, serta sistem pemilihan. Tingkat kewajiban dan kecenderungan yang tinggi sering digunakan untuk menunjukkan komitmen yang kuat, sementara nilai sedang dan rendah mencerminkan ketidakpastian atau upaya untuk meyakinkan. Hasil menunjukkan bahwa modalitas tidak hanya digunakan untuk mengekspresikan sikap pribadi tetapi juga untuk membangun identitas politik dan mempengaruhi opini publik. Studi ini memperdalam pemahaman tentang bagaimana bahasa, terutama modalitas, dapat digunakan untuk mencerminkan ideologi dalam pidato politik.

Kata kunci: modalitas, ideologi, diskursus politik, Trump, Halliday

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