ABSTRACT

PIONERY, HEPIE. **Modality Analysis in Melania Trump's and Ivanka Trump's Campaign Speeches in Republican National Convention, July 19th, 2016.** Yogyakarta: Department of English Letters, Faculty of Letters, Sanata Dharma University, 2017.

Style is a distinctive feature found in language use. One example of language use is a speech. In stylistics, the use of modality in a speech can reveal the speaker's style. Subsequently, a style that is shown through the modality can reflect the speaker's ideology. This study aimed to find out the ideology reflected by the modality of Melania Trump's and Ivanka Trump's campaign speeches. The speeches were delivered at the Republican National Convention last July 19th, 2016.

There were two objectives discussed in this study. First, the writer tried to find out the type of modality employed by Melania Trump and Ivanka Trump in their campaign speeches. Second, the writer tried to reveal the ideologies reflected by the use of the modality.

This research employed a stylistic approach to discuss the type of modality and the ideology reflected through it. The data were also taken by employing population study.

From the discussion, the writer found out that there were four types of modality employed by Melania Trump. Those were inclination, obligation, potentiality and ability, and probability. The modal of inclination appeared 12 times. It was 46.2%. The modal of obligation and probability appeared twice with 7.7%. The last, modal of potentiality and ability appeared 10 times and the percentages is 38.4%. The writer also found out five types of modality in Ivanka Trump's campaign speech. Those were inclination, usuality, potentiality and ability, probability, and obligation. There were 11 modals of inclination found in the speech. The percentage was 31.5%. There were 12 modals of potentiality and ability. The percentage was 34.3%. The modal of usuality occurred seven times. The percentage of this type was 20%. The next was the obligation. It occurred three times and the percentage was 8.5%. The last type was probability. It occurred only two times. The percentage of this type was 5.7%. The writer also found out that there were two ideologies reflected by the use of modality. The ideologies found in both speeches were similar. Those were commitment and self self promotion. The commitments were proved by the existence of inclination. the ideology of self promotion is proven by the existence of potentiality and ability, and usuality modalities.

Keywords: speech, modality, ideology, stylistics

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Style adalah ciri khusus atau pembeda yang digunakan dalam penggunaan bahasa. Salah satu contoh dari penggunaan bahasa adalah pidato. Di dalam ilmu stilistika, penggunaan *modal* pada sebuah pidato bisa digunakan untuk melihat *style* seseorang. Sehubungan dengan hal tersebut, *style* yang ditinjau dari modal juga bisa digunakan untuk mengetahui ideologi seorang pembicara. Skripsi ini bertujuan menemukan ideologi pembicara yang tersirat dari penggunaan *modal* dari teks pidato Melania Trump dan Ivanka Trump yang disampaikan di *Republican National Convention* pada 19 Juli 2016.

Skripsi ini memiliki dua tujuan. Pertama, penulis ingin menentukan jenis *modal* yang digunakan oleh Melania Trump dan Ivanka Trump dalam pidatonya. Kedua, penulis ingin menganalisis ideologi yang tersirat dari penggunaan *modal* di kedua pidato tersebut.

Penulis menerapkan pendekatan stilistika untuk menentukan ideologi yang dilihat dari sudut pandang linguistik, yaitu penggunaan *modal*. Penulis juga menerapkan teori data populasi untuk mendapatkan data dari kedua pidato tersebut.

Dari analisis yang telah dilakukan, penulis menemukan ada empat jenis *modal* yang digunakan oleh Melania Trump. *Modal* tersebut adalah *inclination*, *obligation*, *potentiality* and *ability*, dan *probability*. *Modal inclination* digunakan sebanyak 12 kali atau sebesar 46,2% dari total *modal* keseluruhan. *Modal* jenis *obligation* dan *probability* muncul dua kali atau sebesar 7,7%. *Modal potentiality* dan *ability* digunakan sebanyak 10 kali atau sebesar 38,4%. Penulis juga menemukan lima jenis *modal* pada pidato yang di sampaikan Ivanka Trump. Jenis tersebut adalah *inclination, usuality, potentiality & ability, probability,* dan *obligation*. *Modal* jenis *inclination* ditemukan sebanyak 11 kali atau sebesar 31,5% dari total *modal* keseluruhan. *Modal* jenis *potentiality* dan *ability* muncul sebanyak 12 atau sebanyak 34,3%. Jenis *usuality* muncul tujuh kali dan angka tersebut 20% dari total keseluruhan. Jenis selanjutnya adalah *obligation*. Jenis ini muncul tiga kali atau sebesar 8,5%. Jenis terakhir yang muncul adalah *probability* yang muncul dua kali atau sebesar 5,7%. Penulis juga menemukan dua ideologi pada masing-masing pidato. Penulis menemukan persamaan ideologi pada kedua pidato. Ideologi tersebut adalah komitmen dan promosi. Ideologi komitmen dilihat dari *modal* tipe *inclination*. Sedangakan promosi dilihat dari *modal* tipe *potentiality* dan *ability*, serta *usuality*.

Kata kunci: pidato, modality*, ideologi, stilistika*