

ABSTRACT

Waka, Matheus Eustakius David. (2024). *Emotive Language in The First Presidential Debate Between Donald J. Trump vs Hillary Clinton at Hofstra University on Monday, September 26th, 2016*. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Teachers Training and Education Faculty, Sanata Dharma University.

In a debate, ideas and thoughts are not the only ones that can be conveyed to the public to gain votes. The presidential candidates can also arouse the public's emotions and direct them toward positions that are beneficial to the presidential candidates themselves. This is where emotive language takes its place in the presidential debate. Emotively powerful words hold a crucial role in a persuasive and argumentative atmosphere. They are capable of modifying judgments, arousing emotions, and influencing decisions (Macagno, F. 2014).

This study had two purposes. The first was to provide a specific explanation of the various types of emotive language used in the presidential debate between Donald J. Trump and Hillary Clinton at Hofstra University on Monday, September 26th, 2016. The second was to identify which type of emotive language was the most often used in order to build arguments, provide reasons, and convey ideas in the presidential debate between Donald J. Trump and Hillary Clinton at Hofstra University on Monday, September 26th, 2016.

This research was a qualitative research. The researcher used content analysis as the research method. Berelson (1952) stated that, content analysis is "a research technique for the objective, systematic and quantitative description of the manifest content of communication" (as cited in Bengtsson, 2016).

Based on the research results obtained, the presidential debate between Donald J. Trump and Hillary Clinton at Hofstra University on Monday, September 26th, 2016, contained 155 emotive language utterances. The types of emotive language identified were loaded words, figurative language, rhetorical devices, euphemisms, and intensifiers. Of all the types of emotive language uttered in this debate, loaded words stand out as the most used with sixty-three times of utterances.

Keywords: emotive language, presidential debate, semantic

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Dalam debat, ide dan pikiran bukanlah satu-satunya hal yang dapat disampaikan kepada masyarakat untuk mendapatkan suara. Para calon presiden juga dapat membangkitkan emosi masyarakat dan mengarahkan mereka ke posisi yang menguntungkan bagi calon-calon presiden ini. Di bagian inilah bahasa emosional mengambil tempatnya dalam debat calon presiden. Kata-kata yang emosional memegang peranan penting dalam suasana yang persuasif dan argumentatif. Kata-kata tersebut mampu mengubah penilaian, membangkitkan emosi, dan memengaruhi keputusan (Macagno, F. 2014).

Penelitian ini memiliki dua tujuan. Yang pertama adalah memberi penjelasan spesifik tentang berbagai jenis bahasa emotif yang digunakan dalam debat calon presiden antara Donald J. Trump dan Hillary Clinton di Universitas Hofstra pada hari Senin, 26 September 2016. Yang kedua adalah mengidentifikasi jenis bahasa emotif yang paling sering digunakan untuk membangun argumen, memberikan alasan, dan menyampaikan gagasan dalam debat calon presiden antara Donald J. Trump dan Hillary Clinton di Universitas Hofstra pada hari Senin, 26 September 2016.

Penelitian ini merupakan penelitian kualitatif. Metode penelitian yang digunakan dalam penelitian ini adalah analisis isi. Berelson (1952) menyatakan bahwa analisis isi adalah "suatu teknik penelitian untuk mendeskripsikan secara objektif, sistematis, dan kuantitatif isi komunikasi yang nyata" (sebagaimana dikutip dalam Bengtsson, 2016).

Berdasarkan hasil penelitian yang diperoleh, debat calon presiden antara Donald J. Trump dan Hillary Clinton di Universitas Hofstra pada hari Senin, 26 September 2016 mengandung 155 data tuturan bahasa emotif. Jenis-jenis bahasa emotif yang teridentifikasi adalah kata-kata bermuatan, bahasa kiasan, perangkat retorika, eufemisme, dan intensifier. Dari semua jenis bahasa emotif yang diutarakan dalam perdebatan ini, kata-kata bermuatan menonjol sebagai yang paling banyak digunakan dengan enam puluh tiga kali penuturan.

Kata kunci: *bahasa emotif, debat calon presiden, semantik*