CHAPTER 1

INTRODUCTION

1.1. Background of the problem

Speech is a form of communicative ability which has the aim of conveying a message to the general public (Sidabutar, 2014, as citied in Bulan and Kasman, 2018). In giving speeches, especially speeches delivered by political figures, their political interests are very conditional, be it personal, group or community to support their true desire. Making a speech means to produce language or discourse which can then be interpreted by the listeners. In this case, speech must be analyzed using Critical Discourse Analysis (CDA). Critical Discourse Analysis (CDA) is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical contexts (Van Dijk, 1998, as cited in, Damanik, 2018). We can also find the ideology that the speaker wants to share to the audience.

In this research, I want to analyse about Kamala Harris speech at Democratic National Convention 2020. McNamee (2021) states that Kamala Devi Harris or Kamala Harris is the first woman vice president candidates of America. She was born in October 20, 1964 at Oakland, California. Kamala Harris is a Jamaican and Indian descent. Her parents were activists, instilling Kamala Harris with a strong sense of justice. They brought her to civil rights demonstrations and introduced role models, ranging from Supreme Court Justice Thurgood Marshall to civil rights leader Constance Baker Motley, whose work motivated her to become a prosecutor. She had previously as attorney general of California (2011–2017) and served in the U.S. Senate (2017–2021). One of her achievements as attorney general is creating Open Justice, an online platform to make criminal justice data available to the public. She is the first woman of color on a major party's presidential ticket. She attended a historically black college (Howard University), is a member of a prominent black sorority (Alpha Kappa Alpha) and visited India often

while growing up. She often argues that her identity makes her uniquely suited to fight for people who have been traditionally ignored. When she was elected to be vice presidential candidate for the US, she became very excited to express his thoughts on building a better US than ever.

Kamala Harris got an opportunity to give a speech in Democratic National Convention in 2020. Democratic National Convention (DNC) is a convention held by the Democratic Party to select candidates for president and vice president. Kamala Harris who was elected as US vice presidential candidate gave a powerful speech and made all the Americans curious about her. Kamala was getting great public attention because of her new breakthrough.

Therefore, from the explanation above, Kamala Harris is the first black woman vice president candidates of America who got the opportunity to give a speech at Democratic National Convention 2020. She gives a special speech to share her thoughts and messages to all the Americans. I am as the researcher want to analyze Kamala Harris speech at Democratic national Convention 2020 which explains about her thoughts and messages behind her speech that she wants to share to all the Americans.

1.2. Identification of the problem

I assume that Kamala Harris wants to show herself through her powerful and meaningful speech in Democratic National Convention at 2020.

1.3. Limitation of the problem

Based on the identification of problem, to understand Kamala Harris powerful and meaningful speech at Democratic National Convention 2020, I limit this research by discussing power, ideology, and inequality which is contained in Kamala Harris speech at Democratic National Convention 2020.

1.4. Formulation of the problem

Based on the limitation of the problem above, the problem of this research are formulated into the following statements :

1. What are the power relation reflected in Kamala Harris utterances in her speech at Democratic National Convention 2020 and the implicit meaning behind them?

2. What are the ideology reflected in Kamala Harris utterances in her speech at Democratic National Convention 2020 and the implicit meaning behind them?

3. What are the inequality reflected in Kamala Harris utterances in her speech at Democratic National Convention 2020 and the implicit meaning behind them?

1.5. Objective of the research

According to the research problem above, this study aims to :

1. To explain about the power relation from Kamala Harris utterances at Democratic National Convention 2020 and their implied meaning.

2. To explain about the ideology from Kamala Harris utterances at Democratic National Convention 2020 and their implied meaning.

3. To explain about the inequality from Kamala Harris utterances at Democratic National Convention 2020 and their implied meaning.

1.6. Benefit of the research

In this research, the benefits that can be obtained from this research for students majoring in language are; 1) this research can be a reference for the next research with the same theory, 2) this research provides a better understanding of Critical Discourse Analysis (CDA). In another side, the benefits for the general readers are; 1) to find out the figure of Kamala Harris, 2) to find out the implicit message behind Kamala Harris speech at Democratic National Convention 2020, 3) to inform the readers about the influence of language that can affect someone based on Kamala Harris speech at Democratic National Convention 2020.

1.7. Systematic organization of the research

The presentation of this term paper uses the following writing systematics:

CHAPTER 1 : INTRODUCTION

This chapter consists of background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the problem, benefit of the problem, and systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMWORK

In this chapter there are several theoretical foundations that underlie this research such as discourse analysis, Critical Discourse Analysis (CDA), and speech. This chapter also discusses previous related studies for reference to this research.

CHAPTER 3 : RESEARCH METHOD

In this chapter, I will explain the research methods carried out in the development of information systems. To be systematic, the research methods chapter includes: 1) time and location, 2) research approach and method, 3) research object and data, 4) data collection technique, 5) data analysis technique.

CHAPTER 4 : CRITICAL DISCOURSE ANALYSIS OF KAMALA HARRIS SPEECH AT DEMOCRATIC NATIONAL CONVENTION 2020

This chapter consists of a description of the results of research and analysis qualitatively, as well as a discussion of research results to answer the problems of this research.

CHAPTER 5 : CONCLUSION

This chapter contains conclusions from the research that has been carried out. Conclusion can state the problems that exist in the research as well as the results of the completion of research that is objective analysis.