

CHAPTER 2

THEORITICAL FRAMEWORK

2.1. Discourse Analysis

Discourse analysis examines patterns of the language across texts and considers the relationship between language and the social and cultural contexts in which it is used. Discourse analysis also considers the ways that the use of language presents different views of the world and different understandings. It examines how the use of language is influenced by relationships between participants as well as the effects the use of language has upon social identities and relations. It also considers how views of the world, and identities, are constructed through the use of discourse (Paltridge, 2012: 2). Discourse is a term that is used in a variety of different fields and can mean a variety of different things. It can refer to the formal properties of semiotic artifacts that make them “hold together” as certain types of “texts”, it can refer to the ways people use language and other semiotic systems to accomplish particular social actions, or it can refer to broader systems of knowledge which act to regulate what people can say, write or think (Jones et al., 2015: 3). Based on the explanation above, discourse is flexible because it can be used in a variety of different things such as to achieve certain actions which are determined by how broad knowledge can be said or expressed. For example, a candidate for Governor who is campaigning must think, write, or say something that he knows about the current problems of his region and already has a way to deal with these problems which cause people to be persuaded to elect him as Governor.

Moreover, discourse analysis refers to a number of approaches used for analyzing the application of written, spoken, and gestural language or any type of symbolic application. The principles of discourse analysis are beyond the text, speech, or paper analysis. Discourse analysis also considered a social condition, the field of text or speech appearance nonverbal communications, and the relationship between structure and words in general propositions. There are two general approaches to discourse analysis such as descriptive and critical. The conceptualization of discourse analysis has numerous meaning, which has

changed over time (Baker, 2011, as cited in Damanik, 2018). Based on the explanation above, discourse analysis is used to analyze letters, newspapers, speech or conversation transcripts, and any types of symbolic application such as the use of exclamation marks, question marks, quotation marks, and others in discourse. Discourse analysis also explains the meaning beyond the text with descriptive or critical approaches.

From all the explanation above, discourse analysis is the text analysis from speech, letter, conversation, advertisement, and many more which explain the text itself consider to the social-cultural context or situation. For example, when your father passes away, your friends will text you in the group chat with “I’m sorry to hear that and stay strong”. It happens based on the situation that you have. Discourse analysis also examines the use of language upon the social identities and relationships for someone. For example, when a student sends a message to their teacher, they will use the formal text, but when a student sends a message to their friends, they will use informal text.

2.2. Context

Context is the words that are used with a certain word or phrase and that help to explain its meaning, or the situation in which something happens (Merriam-Webster, 2021). Context is the important thing to explain the meaning or the situation that happens in language. In linguistics, context is the aspects of the circumstance of actual language use which are taken as relevant to meaning. In other words, context is a schematic construct. The achievement of pragmatic meaning is a matter of matching up the linguistic elements with the schematic elements of the context (Widdowson, 2000, as cited in Song, 2010). Based on the explanation above, the context shows a situation that is in accordance with the meaning of a language, so that the delivery of pragmatic meanings occurs properly and avoids misunderstandings in language.

Moreover, context is a subjective construct that accounts not only for the uniqueness of each text but also for the common ground and shared representations that language users draw on to communicate with each other. This means that there is a common thought or representation between language users in

communicating that they can connect with each other. For example, an air traffic controller says to a pilot “the runway is full at the moment” this most likely means it is not possible to land the plane. This may seem obvious to a native speaker of English but a non-native speaker pilot, of which there are many in the world, needs to understand the relationship between what is said and what is meant in order to understand that he or she cannot land the plane at that time. The runway is full at the moment has a particular meaning in a particular situation (in this case the landing of a plane) and may mean something different in another situation. If I say “the runway is full at the moment” to a friend who is waiting with me to pick someone up from the airport, this is now an explanation of why the plane is late landing (however I may know this) and not an instruction to not land the plane. The same discourse, thus, can be understood differently by different language users as well as understood differently in different contexts (Van Dijk, 2011, as cited in Paltridge, 2012).

According to Song (2010), context can be divided into several types as follows:

2.2.1. Linguistic context

Linguistic context refers to the context within the discourse: the relationship between the words, phrases, sentences, and even paragraphs. Take the word “bachelor” as an example. We can not understand the exact meaning of the sentence “He is a bachelor” without the linguistic context to make clear the exact meaning of this word. Linguistic context can be explored from three aspects: deictic, co-text, and collocation. In a language event, the participants must know where they are in space and time, and these features relate directly to the deictic context, by which we refer to the deictic expressions like the time expressions now, then, etc., the spatial expressions here, there, etc., and the person expressions I, you, etc... Deictic expressions help establish deictic roles that derive from the fact that in normal language behavior, the speaker addresses his utterance to another person and may refer to himself, to a certain place, or to a time. In recent years, some linguists began to pay attention to the previous discourse co-ordinate. Porzig (2010) argues for the recognition of the importance of syntagmatic relations, between, e.g., bite and teeth, bark and

dog, blond and hair, which Firth called collocation. Collocation is not simply a matter of association of ideas. Although milk is white, we should not often say white milk, while the expression white paint is common enough (Song, 2010).

2.2.2. Situational context

Situational context, or context of situation, refers to the environment, time and place, etc. in which the discourse occurs, and also the relationship between the participants. This theory is traditionally approached through the concept of register, which helps to clarify the interrelationship of language with context by handling it under three basic headings: field, tenor, and mode. Field of discourse refers to the ongoing activity. We may say field is the linguistic reflection of the purposive role of language user in the situation in which a text has occurred. Tenor refers to the kind of social relationship enacted in or by the discourse. The notion of tenor, therefore, highlights the way in which linguistic choices are affected not just by the topic or subject of communication but also by the kind of social relationship within which communication is taking place. Mode is the linguistic reflection of the relationship the language user has to medium of transmission. The principal distinction within mode is between those channels of communication that entail immediate contact and those that allow for deferred contact between participants (Song, 2010).

2.2.3. Cultural context

Cultural context refers to the culture, customs and background of epoch in language communities in which the speakers participate. Language is a social phenomenon, and it is closely tied up with the social structure and value system of society. Therefore, language cannot avoid being influenced by all these factors like social role, social status, sex and age, etc. Social roles are culture-specific functions, institutionalized in a society and recognized by its members. By social status, we mean the relative social standing of the participants. Each participant in the language event must know, or make assumptions about his or her status in relation to the other, and in many

situations, status will also be an important factor in the determination of who should initiate the conversation. Sex and age are often determinants of, or interact with, social status. The terms of address employed by a person of one sex speaking to an older person, may differ from those which would be employed in otherwise similar situations by people of the same sex or of the same age (Song, 2010).

From all the explanations above, it can be understood that context is fundamental because context explains about the situation that happens and influences the meaning of the language. Context also shows the representation of the language use based on the situation. Situation context is a situation (setting or place, environment, activity) that influences the context of language. For example, when Maria and Lili watch a TV show and Maria says “Do you think kissing is the best way to show romantic things?” and Lili says “I don’t think so”. It means that they are talking about the romantic scene in the TV show, the situation makes Lili understands what Maria talking about. In addition, linguistic context is a structure of language that influences the context. For example, when your friend suddenly says “he is an idol” there is ambiguity in that word and that is incorrect based on linguistic structure. Therefore, it should be “My boyfriend is an idol” or “ I have a boyfriend and he is an idol” to make a complete sentence and remove ambiguity. Other than that, cultural context is about the culture that influences the context. For example, Indonesians call someone not just only by their name but they add a word to call older people such as “*Kak*”, “*Mas*”, or “*Mbak*”. It is totally different in Western countries such as America, England, and many western countries they just call older people by their name. Therefore, context is the important thing to get perfect communication in language based on their types.

2.3. Critical Discourse Analysis

Critical Discourse Analysis (CDA) explores the connections between the use of language and the social and political contexts in which it occurs. It explores issues such as gender, ethnicity, cultural difference, ideology, and identity and how these are both constructed and reflected in texts. It also investigates ways in which language constructs and is constructed by social relationships. A critical analysis may include a detailed textual analysis and move from there to an

explanation and interpretation of the analysis. It might proceed from there to deconstruct and challenge the text(s) being examined. This may include tracing underlying ideologies from the linguistic features of a text, unpacking particular biases and ideological presuppositions underlying the text, and relating the text to other texts and to people's experiences and beliefs (Paltridge, 2012: 186).

In addition, Fairclough (1995, as cited in Bulan and Kasman, 2018) suggests that critical discourse analysis should include a practical social analysis of a text or socio-culture that exists in which the communicative activity takes place. In this case, Fairclough emphasizes the relationship of discourse to the reproduction of social values, as well as the existence of power relations and relations to the production of texts and discourses. CDA critically analyzes discourse to address problems of social change.

CDA is primarily concerned with the social power abuse, dominance, and inequality that evolve through speech and text in social and political contexts. This explains that critical discourse analysis can find social power abuse, dominance, and inequality contained in discourses or texts in social and political contexts, which can show the point of view of the speaker or user of the language (Van Dick, 2003, as cited in Lafta et al., 2020). CDA aims to investigate critically social inequality as it is expressed, signaled, constituted, legitimized, and so on by language use in discourse (Wodak and Meyer, 2001, as cited in Susilowati and Ulkhasanah, 2021). Based on the explanation above, in critical discourse analysis, we must analyze the social and cultural elements of practice in the text, because these cannot be separated in critical discourse analysis. In the social elements of practice and culture can be found the power relations contained in the making of the discourse. Critical discourse analysis also critically analyzes a discourse or text that aims to explore inequality or social change problems contained in the discourse or text conveyed by the speaker.

According to Amouso and Allagbe (2018), there is a range of approaches to CDA, among them can be mentioned three leading experts. Those are Fairclough, Van Dijk, and Wodak.

2.3.1. Fairclough's Socio-Cultural Approach

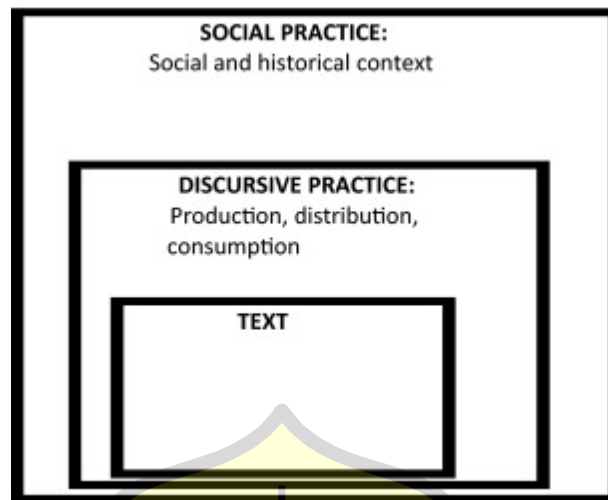


Figure 2.3.1. Fairclough's Diagram (Fairclough, 1997: 73, as cited in Hussein, 2016)

According to Fairclough (1997, as cited in Amouso and Allagbe, 2018) the system of discourse analysis has three dimensions, since discourse is seen simultaneously as (i) a text (spoken or written, including visual images), (ii) a discourse practice production, consumption and distribution of the text, and (iii) a socio-cultural practice. Subsequently, Fairclough provides a three-dimensional framework for the analysis of text and discourse: (a) the linguistic description of the formal properties of the text; (b) the interpretation of the relationship between the discursive processes/interaction and the text, and finally, (c) the explanation of the relationship between discourse and social and cultural reality. In addition, there are some underlying assumptions behind certain selections of discourse. These assumptions are never value-free and innocent; rather they are ideologically driven and motivated. Therefore, discursive practices may have ideological effects since they can produce and reproduce unequal power relations between social classes, gender groups, and ethnic and cultural majorities and minorities through the ways they represent things and position people. From this point of view, Fairclough (2018) argues that "the exercise of power, in modern society, is increasingly achieved through ideology". Drawing on the discourse-power-ideology relationship, he introduces the concept of hegemony which he defines as

"a way of theorizing change in relation to the evolution of power relations which allows a particular focus upon discursive change, but at the same time a way of seeing it as contributing to and being shaped by wider processes of change" (Fairclough, 1993:92 cited in Jahedi et al, 2014:30). For him, "the political concept of 'hegemony' can be usefully employed in analyzing orders of discourse" (Fairclough, 2018). He then states that "an order of discourse is a network of social practices in its language aspect. The elements of orders of discourse are not things like nouns and sentences (elements of linguistic structures), but discourses, genres, and styles" (Fairclough, 2018).

From the explanation above CDA proposed by Fairclough, it can be understood that in analyzing a discourse, it can be seen from the text, the practice or delivery of the discourse, and its socio-cultural practices. There are steps to analyze a discourse that is put forward by Fairclough, namely first, paying attention to its linguistic structure. Second, interpreting the relationship of reasoning or thinking logically with the text. Third, explaining the relationship between the discourse and the socio-cultural reality. Fairclough states that in choosing discourse, someone sometimes includes their ideology so that discursive practice or deep understanding is needed in analyzing critical discourse. According to Fairclough's point of view, discourse is closely related to the ideology that influences social, political, and cultural relations. In this case, there is also a power relationship that shows the ideology of the person at a social level. This power can control the order in a discourse.

2.3.2. Van Dijk's Socio-Cognitive Approach

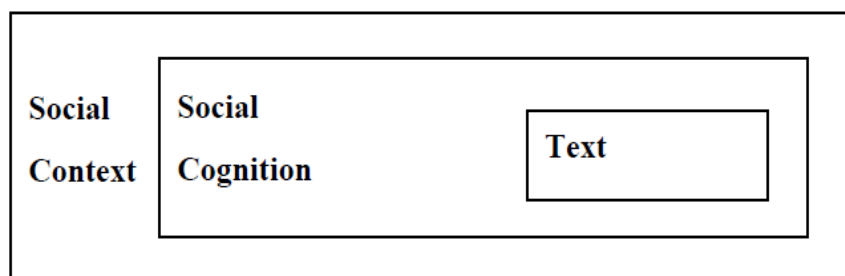


Figure 2.3.2. Van Dijk's Diagram (Van Dijk, n.d, as cited in Damanik, 2018)

According to Van Dijk (n.d. as cited in Amouso and Allagbe, 2018), the socio-cognitive approach he put forth perceives discourse as a form of social practice. However, it does not focus on discursive practice. Van Dijk rather concentrates on social cognition as the mediating part between text and society. He claims that CDA needs to account for the various forms of social cognitions that are shared by the social collectivities (groups, organizations, and institutions) (Van Dijk, 2018). Social cognitions, he states, are "socially shared representations of societal arrangements, groups, and relations, as well as mental operations such as interpretation, thinking and arguing, inferencing and learning" (Van Dijk, 2018). Van Dijk further identifies two levels of (discourse) analysis: macro and micro. Language use, discourse, verbal interaction, and communication determine the micro-level of social order, while the macro-level refers to power, dominance, and inequality between social groups (Van Dijk, 2018). Moreover, the approach of CDA Van Dijk (2000, cited in Jahedi et al, 2014) adopts based on understanding ideology structure and social relations of power embedded in discourse. He defines 'social power' in terms of control and views ideologies as "the basis of the social representations of groups" (Van Dijk, 2018). Therefore, he argues that "groups have (more or less) power if they are able to (more or less) control the acts and minds of (members of) other groups" (Van Dijk, 2018). Furthermore, he emphasizes that ideological discourse is generally organized by a general strategy of positive self-presentation (boasting) and negative other-presentation (derogation).

From the explanation above, it can be understood that Van Dijk views discourse as a social practice. That is, the discourse is based on the inherent social elements. While Fairclough focuses on discursive practice, Van Dijk focuses on social cognition. Social cognition is the way in which we analyze, interpret, understand, and use information about the social world (Baron and Byrne, 2003). On the other hand, Van Dijk states that social cognition is a social representation in social life. Van Dijk analyzes discourse with two levels, namely the micro level and the macro level. The micro-level is the level of analysis that refers to social order, while the macro level is the level of analysis that refers to power, domination, and inequality in social groups. Van Dijk's critical discourse analysis

approach is based on the ideological structure and social relations of power contained in a discourse. Therefore ideology becomes the basis of social power that can control or influence a certain group.

2.3.3. Wodak's Discourse-Historical Approach

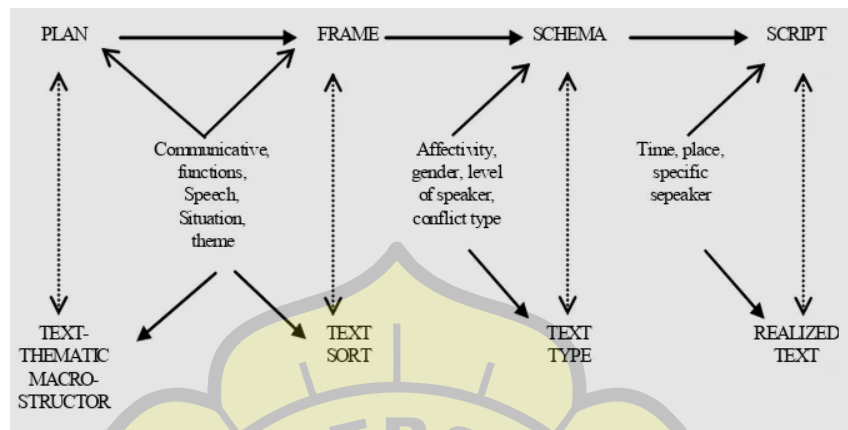


Figure 2.3.3. Wodak's Diagram (Wodak, n.d, as cited in Hamad, 2007)

According to Wodak (n.d as cited in Amouso and Allagbe, 2018) Wodak's discourse-historical approach views discourse as a form of social practice. Wodak (2002, cited in Todolí et al, 2006;20) has focused on the interdisciplinary and eclectic nature of CDA since problems in our society are too complex to be studied from a single point of view. Thus, to understand and explain the object under investigation, one needs to integrate diverse theories and methods. She thus contends that studies in CDA are multifarious, derived from quite different theoretical backgrounds, oriented towards different data and methodologies (Wodak, 2018). One important tenet of CDA is that all discourses are historical and can therefore only be understood with reference to their context (Wodak and Meyer, 2018). This means that discourse is connected synchronically and diachronically with other communicative events which are happening at the same time or which have happened before. For Wodak, the notion of context is crucial for CDA since this explicitly includes socio-psychological, political, and ideological components and thereby postulates an interdisciplinary procedure. Summarizing some important research agendas which are currently of interest in CDA, Wodak (2018) states that identity politics on all levels always entails the

integration of past experiences, present events, and future visions in many domains of our lives. This involves analyzing, understanding, and explaining the relationship between complex historical processes, hegemonic narratives, and CDA approaches. For the analysis of the interrelationship between discursive and other social practices and structures, Wodak (2018) refers to the principle of triangulation. This principle implies different methods of collecting data because in CDA, "there is no typical way of collecting data" (Meyer, 2018). After reviewing these theoretical and methodological approaches, it is now time to seek to know how to do CDA.

From the explanation above, it can be understood that the CDA approach according to Wodak sees discourse as a form of social practice. Wodak also focuses on the interdisciplinary and eclectic nature of his critical discourse analysis, because social problems are very complex when viewed from one point of view. Therefore, several theories or points of view and methods are needed to analyze it. Wodak argues that all discourses are historical and can only be understood based on their context. Context is very influential and important in a discourse. Wodak states that a discourse, especially political discourse, has a cross over time or history in the sequence of events such as past experiences, present events, and visions of the future. This explains the relationship between complex historical processes. In critical discourse analysis, Wodak refers to the principle of triangulation, which is the principle that collects a variety of different data collection methods to draw a conclusion later.

2.3.4. Power Relation

Power can be achieved and exercised through political discourse via ongoing struggles and cooperation between political actors and institutions to prevent and resolve potential conflicts (Clinton, 2004 as cited in Lafta et al., 2020). Power is about relations of difference and particularly about the effects of social structures' differences. When power is associated with language, "language is entwined in social power in many ways: language indexes power, language expresses power, language involved where there is contention over and a challenge to power". In social relations, language and power are closely

connected. Power does not derive from language, but language can be used to challenge power, subvert it, and alter power distributions in the short and long term. The language provides articulated means for differences in power in hierarchical social structures (Wodak and Mayer, 2001, as cited in Susilowati and Ulkhasanah, 2021). Based on the explanation above, power makes a difference in social structure. For example, a president has the power to handle many things in the country so it is different with a teacher who only has the power to handle their students. That means the president is powerful than the teacher. It proves that someone who has much power can control everything.

According to Holzscheiter (2005, as cited in Susilowati and Ulkhasanah, 2021) power is someone's authority to control and influence people to do something. Power in discourse is defined as an actor's struggles over different interpretations of meaning. This struggle for semiotic hegemony relates to selecting specific linguistic codes, rules for interaction, rules for access to the meaning-making forum, rules for decision-making, turn-taking, the opening of access, making contributions and interventions. In this case, discourse can be used as a tool to state or establish someone's power, especially in political discourse. The language used in the discourse can influence someone to do something with the power they show. However, in discourse, power relations are not shown directly but are carried out implicitly by using a linguistic code or a certain language code (Holzscheiter, 2021).

From all the explanation above, it can be understood that power relations are something that cannot be separated from social life and can even make a difference in the social structure in society. This difference makes someone who has a certain power can control a person or a group to carry out a certain goal. In critical discourse analysis, power plays an important role in the delivery of the discourse, especially in political discourse. When a discourse is influenced by power, then there will be people who will be affected by the delivery of the discourse. Although the language used does not directly indicate the power relationship, namely by using a linguistic code or a certain language, it can be felt or understood by some people.

2.3.5. Ideology

Ideology is a meaning that serves power (Fairclough, 1995: 14). In this case, Fairclough defines ideology as a tool that constructs values that contribute to the relationship between domination and power. Domination relations are born from people who have the same ideology, meaning that ideology makes a big contribution to the hegemony of power and power relations. Ideology can contribute to the maintenance of power and transform power relations (Bulan and Kasma, 2018). Based on the explanation above, ideology cannot be separated from power. Ideology is made as a tool to gain power because in general people who have the same ideology will unite to expand and strengthen their power.

According to Hamilton (1987, as cited in Tanjung, 2020), the definition of ideology has many concepts that appear in the literature. It consists of ideas, beliefs, understanding, attitudes, and many more. Generally, the definition of ideology consists of ideas, beliefs, understanding, and attitudes. The four parts of ideology are important things in order to know the ideology for someone. It is because the four parts are the representation of humans in social life (Hamilton, 2020). Based on the explanation above, the definition of ideology can refer to a system of ideas associated with a particular group or class or movement. The example is if someone of the group has the same idea, belief, understanding for achieves one goal, it is can be said that the person has ideology based on a particular group or class or movement. In this case, ideology is an idea of a thought that underlies a person's mindset and everyone has their own ideology. Sometimes in society there are people who have the same ideology so that they form a group based on that ideology.

Eagleton (1991, as cited in Tanjung, 2020) states that ideology can be categorized into several types as follows :

a) Liberalism

Liberalism is an ideology that advocates equality of opportunity for all within the framework of a system of laws. It includes a belief in government as an institution whose primary function is to define and enforce the laws. Liberalism is also very much concerned with allowing a maximum of freedom for the

individual within the context of a system of laws, which limit interference with individual rights by government or by other individuals. Therefore, the liberal ideology also invariably involves a bill of rights to define the rights of individuals and especially to limit the power of government to interfere with those rights (Eagleton, 2020).

b) Capitalism

Capitalism is an economic system where private entities own the factors of production. The four factors are entrepreneurship, capital goods, natural resources, and labor. The owners of capital goods, natural resources, and entrepreneurship exercise control through companies. The individual owns his or her labor. The only exception is slavery. However, slavery is illegal throughout the entire world (Eagleton, 2020).

c) Communism

Though the term "communism" can refer to specific political parties, at its core, communism is an ideology of economic equality through the elimination of private property. The beliefs of communism, most famously expressed by Karl Marx, center on the idea that inequality and suffering result from capitalism (Eagleton, 2020).

d) Nationalism

Nationalism is an ideology that holds that a nation is the fundamental unit for human social life, and takes precedence over any other social and political principles. Nationalism typically makes certain political claims based upon this belief: above all, the claim that the nation is the only fully legitimate basis for a state, that each nation is entitled to its own state, and that the borders of the state should be congruent with the borders of the nation (Eagleton, 2020).

e) Socialism

Socialism deals with the sympathy, empathy, and attention between individuals to other individuals without looking the social class. This ideology usually used by people who concerns about the humanity (Eagleton, 2020).

f) Feminism

Feminism was once about standing up for women, their safety and freedom. It was about protecting women and empowering them to make their own choices about work and family. However, new feminism is different. By making men and women “equal,” we have removed the notion of chivalry from society, and, apparently, gone too is the idea that a man should never be violent towards a woman (Eagleton, 2020).

From all the explanations above, it can be seen that ideology is a mindset that is believed by someone. Everyone has their own ideology, and ideology can be divided into several types such as liberalism, capitalism, communist, nationalism, socialist, feminism, and etc. In society, people who have a similar ideology will unite and form a group to achieve a certain goal. Ideology can also expand and strengthen someone's power if many people believe in or support that person's ideology. With many people who support a person's ideology in expanding or strengthening his power, then that person will achieve his goal of controlling something. In this case, ideology is very influential in achieving harmony in society.

2.3.6. Inequality

According to Koh (2020), inequality refers to the phenomenon of unequal or unjust distribution of resources and opportunities among members of a given society. The term inequality may mean different things to different people and in different contexts. Moreover, inequality encompasses distinct yet overlapping economic, social, and spatial dimensions. Debates about inequality are further complicated by the disjuncture between the moral ethics of equity and social justice, on the one hand, and the normative idea of “deservingness”. In recent years, there has been increasing awareness of inequalities that are observable

within social groups. According to Nackerman (2016; Gradin et al., 2021 as cited in Mulder, 2021), there are several dimensions to social inequality such as political inequality, economic inequality, racial or ethnic inequality, and gender inequality. Inequality also divided into two types such as vertical inequality and horizontal inequality. Vertical inequality, also called inter-personal inequality is the inequality that exists between all individuals or households (Ravallion, 2021). Horizontal or inter-group inequality on the other hand distinguishes groups based on factors such as ethnicity, gender, sexuality, and age (Jayaraj and Subramanian, 2021). Horizontal inequality is often caused by discrimination, oppression, marginalization and can best be addressed by addressing barriers that specific groups face (Stewart, 2021).

From all the explanation above, it can be understood that inequality is a social phenomenon where there are differences in social life. In this case, inequality can be viewed from various different points of view, such as political inequality, the occurrence of inequality in politics when only people who have power or high positions can do politics. Economic inequality is the occurrence of inequality in the economy where there are differences in people's incomes that differ greatly, making the rich richer and the poor poorer. Racial or ethical inequality is the occurrence of differences in physical form, behavior, or habits in someone based on their ethnicity, with this difference many people form groups based on their ethnicity and sometimes look down on other ethnicities because of the differences that exist. Gender inequality is gender discrimination in which men or women are considered superior and prioritized in something, such as women are still underestimated and underestimated in leading things, or men who work as chiefs or work in salons are considered violate the rules. However, with the development of an increasingly modern era, all these inequalities began to erode little by little, although until now there are still many people who think that inequality is something that cannot be tolerated or understood.

2.4. Speech

Speech is a spoken expression of ideas, opinions, etc., that is made by someone who is speaking in front of a group of people or the ability to speak (Merriam-Webster, 2021). In other words, speech is a form of communicative

ability that has the aim of conveying a message to the general public (Sidabutar, 2014, as cited in Bulan and Kasman, 2018). According to Prawiro (2019), public speaking activities have certain functions in society, namely facilitating communication, as a communication medium, building a conducive atmosphere, and building harmonious relationships. A speech made by a person in front of many people usually has a goal to be achieved, such as providing information, influencing listeners, or pleasing others. In this case, speech has several functions and purposes according to the idea or message to be conveyed. In giving a speech, the technique of using words or language effectively which means skill or proficiency in choosing words is very important to be able to influence the communicant (Syam, 2006: 7, as cited in Sillabus, 2021).

From all the explanation above, it can be understood that speech is the delivery of ideas, opinions, or messages to the general public by using effective and communicative language so that it can be understood by listeners. speech has several functions and purposes according to the idea, message, or context of the speech. Speech can express someone opinion or idea to the general public in achieving certain goals. Speech delivery must use effective and communicative sentences so that listeners can easily understand and be influenced by the speech.

2.5. Previous Related Studies

In this research, I have found three journals related to my research and those will be used as references and comparisons. The first journal entitled "Critical Discourse Analysis of Ahok Speech in Kepulauan Seribu" is written by Bulan and Kasman in 2018. This journal discusses Basuki Tjahaja Purnama controversial speech in Kepulauan Seribu which contained elements of blasphemy in his speech. In this case, Bulan and Kasman discussed ideology, power relations, and analyzed the implicatures in the speech to find out the elements of Islamic and feminist ideology, power relations, and implied meanings in the speech.

In addition, the second journal entitled "Power and Ideology in Donald Trump's speech at the United Nations: A Critical Discourse Analysis" is written

by Lafta, Hassan, Al Manseer, and Al Mawla in 2020. This journal discusses the political speech delivered by Trump at the UN session, in which he discussed critical issues regarding the American economy, Iran, and Chinese trade. In this regard, Lafta, Hassan, Al Manseer, and Al Mawla analyzed ideology and power relations which showed that Trump's speech was very comprehensive in its glorification of his administration's achievements and, on the other hands, aggressive in its attacks on many countries for their policies that challenge the US's position as a super power.

Furthermore, the third journal entitled "Ideology and Power in Presidential Speech" is written by Susilowati and Ulkhasanah in 2021. This journal discusses Donald Trump's speech entitled "Recognizing Jerusalem as the capital of Israel" which seems to discriminate against Muslims. In this case, Susilowati and Ulkhasanah analyzed the ideology and power contained in the speech so that it was found that nomination or referential, predication, perspective, argumentation, and intensification strategies were applied and basically framed within positive self-presentation. this shows that ideology and power are closely related to self-presentation.

From the explanations of the three journals above, there are several similarities and differences between the three journals and this study. The similarities that can be found from the three previous studies above with this research include: 1) there are similarities in analyzing political speech, in which the three studies above discuss political speeches delivered by Basuki Tjahaja Purnama and Donald Trump while this study discusses political speech delivered by Kamala Harris, 2) there are similarities in analyzing elements of ideology and power relations in the three journals and this research, 3) there are similarities in the research methods used by the three journals with this study, namely using Critical Discourse Analysis (CDA). In addition, there are differences in the three previous studies above with this study which aims for novelty, including 1) there is an analysis of inequality in this study which was not found in the three previous studies above, 2) there are differences in political figures in the three studies above previously discussed male figures (Basuki Tjahaja Purnama and Donald

Trump) who were influential in politics, while this study will discuss the speeches delivered by female figures (Kamala Harris) who is influential in the world of politics and she is getting attention from the wider community, especially in the United States, 3) there is an explanation of the implicit meaning spesifically in this research that was not found in the three previous research.

