THE NETIZEN RESPONSE TO DONALD JOHN TRUMP'S CONTROVERSIAL SPEECH THROUGH INTERNET MEME OF DONALD JOHN TRUMP IN FULFILLING IVAN PAVLOV'S CONDITIONED RESPONSE THEORY

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JAKARTA
2017

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TERM PAPER

Submitted as Partial Fulfillment of the Requirements
for Obtaining Strata-1 Degree

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ACKNOWLEDGMENT

Alhamdulillahi rabbil ‘aalamin, praise be to Allah SWT who has given the mercy and blesses to me to be able to finish my term paper entitled *The Netizen Response to Donald J. Trump’s Controversial Speech Through Through Internet Meme of Donald J. Trump In Fulfilling Ivan Pavlov’s Conditioned Response Theory.* This term paper is submitted as a partial fulfillment of the requirements for obtaining the Strata One (S-1) degree at the English Department the Faculty of Letters, University of Darma Persada. There are many great and humble people around me who always guide and support me from the beginning of the time until I finish this term paper. Their advices and supports are very helpful for me to finish this term paper.

I would like to say a lot of gratitude to those great people, and those are :

1. Mr. Agustinus Hariyana, SS, Msi. as adviser who guide me patiently in making my term-paper, your suggestions and your help are the important role in this term-paper.
2. Mr. Tommy Andrian, SS, M. Hum as the head of English department and the reader of this term-paper.
3. Mr. Syamsul Bachri, SS, M. Hum as the Dean of faculty of Letters.
4. All Lectures in faculty of Letters English Department who have helped in the affairs for obtaining the data that I need to finish this term-paper. I have to say thank you for teaching me English and many knowledge of Literature from the basic until the specific subject.
5. My beloved family who have given the material, financial and moral support. Thank you so much to my lovely mother Hj. Endang Sjofiah, S. H. My father IPTU. Pol. H. Jayadi Firmansyah. S. H. My little sister Halice Nandini Tasty who always pray and support the best wishes for me.
6. My friends , Kiky, Abimanyu, Rada, Febrina, and Della. That I cannot mention one by one, but it does not lessen my respect to all of you who always ask me when I have to finish my term-paper, support me finish the term-paper, give me the best prays to finish my term paper.

7. My very special person, Kiky Kinanti S.E. for being my personal life advisor and support me to face the struggle since 2013.

Overall, I wish that Allah is pleased to give all the good and the best things to all those who have helped. I hope this term-paper brings benefits to the next study.

Jakarta, 7 July 2017

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ABSTRACT

Name : Habi Nofyansyah Tasty

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Title : The Netizen Response to Donald J. Trump's Controversial Speech Through Internet Meme of Donald John Trump In Fulfilling Ivan Pavlov's Conditioned Response Theory.

This term paper discusses about a new evolution culture in the world wide web, an internet meme. The problem is Netizen Response to Donald J. Trump controversial speech through internet meme of Donald J.Trump. It is analyzed by using the conditioned intrinsic and extrinsic approaches. Through the intrinsic approach, the concepts that I apply are : characterization – Showing and telling methods, setting, and theme. For the extrinsic approach, the concept is : The Conditioned response by Ivan Pavlov. This term paper is variety of qualitative research, types of library and internet research, interpretative analysis using the method by collecting data in the form of the internet meme and the knowledge of meme as the primary source and is supported by some of the literatures that related to the theories, concepts and the relevant definition as the secondary sources.

Keywords: *The Conditioned Response, Classical Conditioning, Internet Meme, Meme, Psychology*

ABSTRAK

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Judul : The Netizen Response to Donald John Trump's Controversial Speech Through Internet Meme of Donald John Trump In Fulfilling Ivan Pavlov's Conditioned Response Theory.

Penelitian ini membahas evolusi budaya baru dalam dunia internet, yaitu internet meme. Masalah dalam penelitian ini adalah respon netizen terhadap Donald John Trump. Penilitian ini menggunakan dua pendekatan untuk di analisis yaitu; pendekatan melalui interinsik dan pendekatan ekstrinsik. Melalu pendekatan interinsik, konsep yang akan saya gunakan adalah: Karakterisasi - Metode Penunjukan dan Pemberitahuan, seting, dan tema. Sedangkan untuk pendekatan eksterinsik adalah respon terkondisi dalam teori pengkondisian klasik oleh Ivan Pavlov. Penelitian ini adalah penelitian kualitatif, bersumber dari perpustakaan dan penelitian internet. Analisis interpretatif menggunakan metode dengan cara mengumpulkan data berupa meme internet dan pengetahuan meme sebagai sumber utama dan didukung oleh beberapa literatur yang berkaitan dengan teori, konsep dan definisi yang relevan sebagai sumber sekunder.

Kata kunci: *Respon Terkondisi, Pengkondisian Klasik, Internet Meme, Meme, Psikologi, Donald John Trump.*

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