CHAPTER IV

THE NETIZEN CONDITIONED RESPONSE AGAINST DONALD J. TRUMP CONTROVERISAL SPEECH IN ARIZONA THROUGH AN INTERNET MEME OF DONALD J. TRUMP

In this chapter, I would like to analyze the formulation of the problem furthermore. As I mentioned before in the chapter II, I use psychology approaches that will be research about a literature from psychological counterparts. Especially, I will analyze the elaboration between intrinsic and extrinsic concept in literature, in this case internet meme of Donald John Trump, at the direction of psychology. I pick conditioned response in classical conditioning concept to deliver the message of the internet meme of Donald J. Trump. First, I will analyze the correlation among the intrinsic element in context to the theme comprehension. Correlation the character that expressed by the theme of this internet meme, correlation of the setting and also correlation of the plot will be discussed further in this chapter. The plot that has been analyzed in the chapter three as I mentioned above is based on the biography of Donald John Trump that contain his controversial words. The controversial speech in Arizona during the American president election will be elaborated furthermore as the direction to show the conditioned response in classical conditioning concept in this chapter. Those concepts that has already mentioned in chapter III will be elaborated with the conditioned response in classical conditioning theory by Ivan Pavlov, further elaboration of those two concepts will be explained in this chapter as follows.

A.   Three factors to create an internet meme of Donald John Trump

In this part I would like to explain three factors to create an internet meme of Donald John Trump based on the characterization of meme, Daniel Kurtzman, and Donald John Trump as I mentioned in third chapter this paper. To create an internet meme there are three important factors. The first factor is the idea of the meme that bowled in the internet meme. Based on the character of meme, meme has replicator character which means meme replicates any things to survive their existences in the bowl of the meme itself. After meme survived their existences they want to develop their existences in the world to catch the attention from the other ideas then to spread their idea to the other idea. Meme also has adventurous character which means meme spread the idea on the internet then the idea

becomes viral or popular trends on the internet world that usually named as World Wide Web. This is the reason why meme could be categorized as the fiction character who has adventurous character. The name of the meme changed to be an internet meme, it is because the idea of meme has been moved from reality to the internet. The ideas of internet memes travelled from one internet pages to another internet pages, this why I mentioned meme is the fictional character who has adventurous character.

Based on the character of Daniel Kurtzmanin the chapter III that I have been mentioned before, Daniel Kurtzman has an artist of imitation character which means Daniel Kurtzman create and spread the internet meme from original event then create the internet meme of those original event that seems familiar with the original one. M Daniel Kurtzman is the second factor to create an internet mem. Based on his artist of imitation character, Daniel Kurtzman is the person who has been imitiated the viral events around the world then Daniel Kurtzman bowled the idea in one volume that called meme. The role of Daniel Kurtzman as mememaker it is almost similar with meme. Daniel Kurtzman has a responsibility of the idea while meme does not has a responsibility of its own creation. The third factor to create an internet meme is the object of the internet meme itself. Daniel Kurtzman characters such as; artist of imitation, cynical, and smart leads him to create the internet meme of Donald Trump. The third factor to create an internet meme is the object of the internet meme itself. The internet meme that chosen in this research is Donald John Trump the 45th United Stated president. Donald John Trump become the object of internet meme because his controversial words and speech in Arizona. Based on Donald John Trump's racist, rude, and impolite characters that leads Donald John Trump become the object of this internet meme.

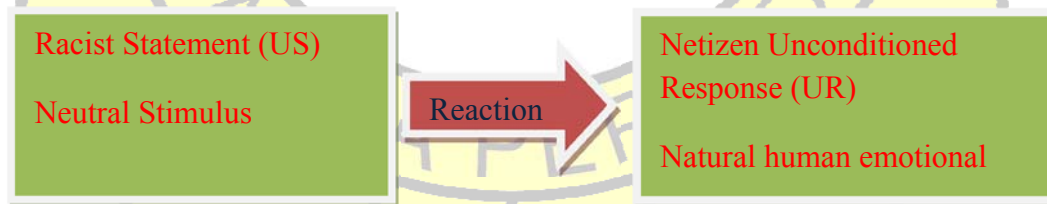| Unconditioned Stimuli (US) (Neutral Stimuli) | Reaction → | Unconditioned Response (UR) (Neutral Response) |

Racist and impolite characters lead Donald Trump to become the object of internet meme that inspired Daniel Kurtzman and many netizen like Kurtzman want to create the internet meme of Donald John Trump. Daniel Kurtzman and many netizen becomes the

creator of the internet meme of Donald John Trump because they were triggered by the controversial words that spoken by Donald John Trump in Arizona. In this paper I elaborate the intrinsic analysis with conditioned response in classical conditioning concept to prove that the netizen response against Donald John Trump controversial speech and words is the conditioned stimuli. The conditioned stimuli creates the conditioned response, the further explanation of conditioned response in classical conditioning to internet meme of Donald J. Trump will be explained as follows.

B.   The unconditioned stimulus and response in the internet of Donald John Trump that based on Donald John Trump and Daniel Kurtzman characterization

The unconditioned stimuli is the neutral stimuli, in the other words the stimuli that never been conditioned before. The stimulus that has not been conditioned to create netizen unconditioned response are the controversial words from Donald John Trump characters such as; racist, underestimate something or some person, and anything that triggered the natural human emotion. In this research, racist words from Donald John Trump racist character is the unconditioned stimulus (US), people who lived in every nations will not accept racist contents in any shapes. People who hear a racist words will give reaction of those racist words. The response that triggered by racist is the natural response (Unconditioned response) in the other words the response that has not been contaminated before.

Racist Statement (US) Neutral Stimulus	Reaction →	Netizen Unconditioned Response (UR) Natural human emotional

The racist words or statements that spoken and created by Donald John Trump racist character automatically produces the reaction from the citizen who know and hear those racist words or statement. The racist words or statement is very easy to be found in the internet world. Many people including Donald John Trump use racist words to get the attention from netizen to show that he or she was right about his idea but the reaction that being used by those people who use racist words it will not be good at all. Most of netizen

will not agree about the racist statement that spoken by the subject that tried to get the attention from the netizen itself for any purposes. Netizen and the people who do not agree about those racist statement will give their various disagreement, such as; protest, sarcasm, and complains. In this case the netizen become meme maker like Daniel Kurtzman to describes this disagreement through the internet meme directly to United Stated president candidate, Donald John Trump. Netizen who those not agree about the statement will give reaction unconsciously (Unconditioned response) to counter racist statement that has been stated or spoken by the subject who those used it.

For example, if there is somebody says "Moslem are terrorist" many people or netizen will react that not every Moslem in the world are terrorist. The context of terrorist ought to be learned first, then those subject who spoke "Moslem are terrorist" ought to know which Moslem that could be considered as a terrorist. Those subject could not gives the "Moslem are terrorist" statement to the Moslem who spread kindness to people around him or her. If the subject does give the statement to the wrong object of his or her statement, those subject will get the unconditioned response as the counterpart of the unconditioned stimulus about racist statement. The unconditioned stimulus in this internet meme is racist statement that spoken by everyone that has unconditioned response (UR) as the result of it. After knowing the unconditioned stimulus and the unconditioned response above, I would like to explain the conditioned stimulus and the conditioned response in the internet meme of Donald John Trump.

C.   The conditioned stimulus and response in the internet of Donald John Trump

As I mentioned in the third chapter of this research, the characterization of meme, Donald John Trump, and Daniel Kurtzman will guides the elaboration between intrinsic approaches with the conditioned response in classical conditioning concepts. In classical conditioning concepts the researcher will not only found unconditioned stimulus and unconditioned response but also found the conditioned stimulus and conditioned response. In this research the conditioned stimulus in the internet meme of Donald John Trump is come from Donald John Trump racist character that produces the controversial speech that spoken by him when he speaks to speech in Phoenix, Arizona and by his biography

quotation that found in www.biography.com website. The conditioned stimulus (CS) that spoken by Donald John Trump triggers Daniel Kurtzman to give his reaction to counter Donald John Trump controversial words as the description of meme maker disagreement. When Daniel Kurtzman cynical character counter Donald John Trump controversial words, the conditioned response (CR) occurred as the reaction to protest what was Donald John Trump mentioned in his speech.

'Maybe we should pay for a wall.'

From the internet memes above, the description of disagreement of appeared to counter the controversial speech that was Donald Trump said on his controversial in

Phoenix, Arizona about the illegal immigrant especially the immigrant that come from Mexico. Meme maker like Daniel Kurtzman shows his disagreement which bowled in meme that spread on many internet as the form of the conditioned response (CR) by Daniel Kurtzman as the meme maker who does not agree about the racist statement that contained in Donald John Trump speech in Phoenix, Arizona and in his biography quotation.

Donald John Trump controversial speech was contained racist context like banning Moslem immigrant from Syria, deport any Mexican-American from the United States then aim to build a great wall in the border between America and Mexico and underestimate the African-American workers quality. There are three progresses in classical conditioning concepts to develop the unconditioned stimulus (US) and unconditioned response (UR) that create   conditioned stimulus (CS) and conditioned response (CR). Those three progresses contain the progress of stimulus and response before conditioning, during conditioning and after conditioning. Those three progresses will be explained as follows.
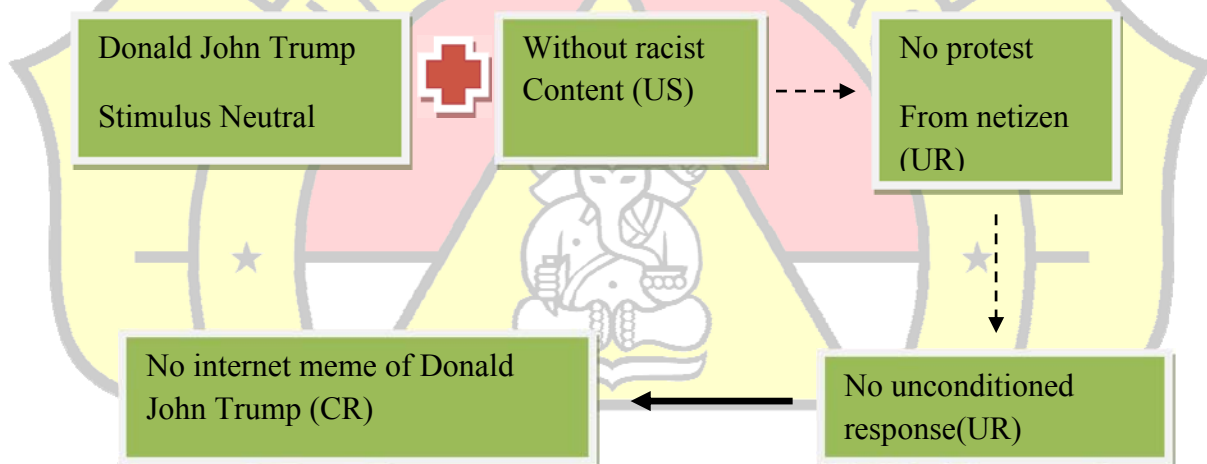
D.   Three steps of classical conditioning to create conditioned response in the internet meme of Donald John Trump

1.   Before Conditioning

In classical conditioning concept by Ivan Pavlov there are three steps to create the conditioned response which contained conditioned stimulus and conditioned response. The first step to create the conditioned response is the step that called "Before Conditioning". In this step the unconditioned stimulus (US) or neutral stimulus is the stimulus that never been in touch by conditioning concept. In this internet meme the unconditioned stimulus (US) is racist content that spoken by everyone who hear this stimulus. Most people around the world will react of this stimulus with the words that have protest or sarcastic purposes to counter those racist words that spoken by the speaker. This unconditioned stimulus (US) and unconditioned response (UR) it has been created unconsciously by human brain. The concept of racist is a negative concept for people who those already know the definition about the racist itself.

Racist content		Protest
Unconditioned stimulus	→ Reaction	Unconditioned Response

People will react for defending what it is right, and racist is not right. When someone say about racist many people that hear those content will give the unconscious response to counter the statement that has been spoken by the speaker. In this internet meme of Donald John Trump (CR), the unconditioned response (UR) from American who live on the internet as netizen will not appear if Donald John Trump does not speak racist words about the illegal immigrant in America. The people who lived on the internet world as the netizen do not give their reaction to Donald John Trump in many appearance such as; photo, and video.

Donald John Trump Stimulus Neutral	✚	Without racist Content (US)	┄►	No protest From netizen (UR)

No internet meme of Donald John Trump (CR)	◄──	No unconditioned response(UR)

Although the appearance of Internet of Donald John Trump can be found on the internet, it does not mean the aim of those internet meme of Donald John Trump is a protest about racist contents if Donald Trump does not speak racist words yet. From the concept above, the unconditioned response occur if Donald John Trump does not speak racist words in his controversial speech. Netizen will not be triggered by Donald John Trump racist words when he was discussed illegal immigrant in the United States. Donald John Trump mentioned he will build a giant great wall in the border nation between America and Mexico.

He also mentioned in his controversial speech about if he is winning the president election in America he will denied the immigrant that come from Syria. He has opinion that the Moslem immigrant will increase the number of terrorist in America. He also mentioned in his controversial speech about the African – American are low – skilled workers in the American workers environment. Those statements are the example of racist contents which means those statements are the trigger for netizen to create their conditioned response that has been created by Donald John Trump controversial speech. The explanation of conditioned response will be explained in the next step of three steps to create conditioned response. Those next step is classical conditioning during conditioning and will be explained as follows.

2.   During Conditioning

The internet meme of Donald John Trump was began from unconditioned stimulus (US) and unconditioned response (UR). The stimulus that created by racist statement or word creates response that appeared to counter those stimulus which called as neutral stimulus. The differences between neutral stimulus and conditioned stimulus could be seen by the process of conditioning in which steps those two stimulus are created. During the conditioning progress the neutral stimulus will be changed to be conditioned stimulus then create a different response that known as conditioned response. Conditioned response created by conditioned stimulus consciously, it is different with unconditioned response that occurred unconsciously. During the conditioning Donald John Trump as the neutral stimulus or unconditioned stimulus (US) is associated with racist contents that contained determination of three races that spoken by Donald John Trump in his speech in Phoenix, Arizona as the unconditioned response then leads to netizen protest as the unconditioned response in this internet meme of Donald John Trump. Those processes are the steps of during conditioning to create conditioned response in the internet meme of Donald John Trump. During the conditioning United States citizen and netizen who see Donald John Trump as the neutral stimulus or unconditioned stimulus (US) are not giving their protest yet, because Donald John Trump controversial speech that contained racist contents was not exposed too much yet. The ideas of the meme is being created by one mind to another mind and yet spread perfectly on the internet. The progress

In this internet meme of Donald John Trump, Donald John Trump is the subject that creates the conditioned response for netizen. His speech contained racist statement or racist words, he mentioned that there are three races will be deported from United States because of the increasing number of criminality in the United States. Those three races that Donald John Trump mentioned are; Mexican, Moeslem, African-American. The statement about the deportation and underestimate the quality of human being in some races will trigger netizen response to protest against statement that he was mentioned in his speech in Phoenix, Arizona.

The protest that appeared from netizen is the conditioned response (CR) to counter the conditioned stimulus which Donald John Trump mention in his speech in Phoenix, Arizona. Those speech are recorded and spread in the world wide web and triggered netizen to give any kind of comment and protest against those speech which become the controversial speech, because contained conditioned stimulus (CS) about racist statement that consciously spoken by Donald John Trump. During the process of conditioning, neutral stimulus still being unconditioned stimulus (US). Subject who those develops neutral stimulus to be conditioned stimulus earned many possibilities and conditioned stimulus occurred as the result of classical conditioning theory. Donald John Trump contained and developed racist statement as the neutral stimulus to conditioned stimulus (CS) which created conditioned response in his speech in Phoenix, Arizona.

3.   After Conditioning

In this conditioning steps Daniel Kurtzman as the netizen then become meme maker was triggered by conditioned stimulus (CS) that spoken by Donald John Trump controversial words that based on his racist character. The conditioned response (CR) by Daniel Kurtzman as meme maker produces and spreads the internet meme of Donald John Trump. The internet meme of Donald John Trump that created by Daniel Kurtzman contains discrimination, racist, impolite, and rude is based on Donald John Trump character that found in Donald John Trump's biography and speech. Based on cynical and Daniel Kurtzman real life as the political commentaries, Daniel Kurtzman create the internet meme of Donald John Trump to counter Donald John Trump Statement about discrimination, racist, impolite, and rude which based on Donald John Trump biography

and his speech in Phoenix, Arizona. Daniel Kurtzman counter the conditioned stimulus (CS) by Donald John Trump with the internet meme of Donald John Trump as the appearance of conditioned response (CR) in classical conditioning concepts. Daniel Kurtzman gives conditioned response (CR) then spread another conditioned response that has been created by many netizen who do not like Donald John Trump controversial speech in internet pages that Daniel Kurtzman exist as the editor of that internet pages.

E.   The critical aim from Daniel Kurtzman and American netizens for Donald John Trump

The character of Donald John Trump in the internet meme of Donald John Trump was described as the character who has no specific character on the internet meme of Donald John Trump. The character that appeared on the internet meme of Donald John Trump is the reflection of the character of Donald John Trump in his biography and his speech in Phoenix, Arizona. The character that appeared on the internet meme of Donald John Trump was created and spread by many meme makers like Daniel Kurtzman. Daniel Kurtzman was not only create the idea of meme of Donald John Trump, but he also spreads another meme maker's idea that created meme of Donald John Trump then he post on the internet pages then the internet meme of Donald John Trump becomes viral on many internet pages.

The idea that bowled in the internet meme of Donald John Trump is the reflection of Donald John Trump characterization that based on his biography and his speech in Phoenix, Arizona. In the third chapter of this paper, Donald John Trump was described as the person who has racist character. His racist character appeared when he speaks controversial words which contained determination of some races. Donald John Trump was doing many controversial things like; Donald Trump and his father filed a complaint from the government about the discrimination against their tenants. He was not only got complaint from the federal government about discrimination against his tenants but he also described as the racist character in the third chapter in this term paper because he speaks a lot of racist things on his speech in Phoenix, Arizona.

Donald John Trump statement about illegal immigrant in United States underestimates three specific races who lived as the citizens of the United States. Those

races are; Mexican-American, African-American, and Moeslem-American. For Mexican-American, Donald John Trump stated "Hispanic" that causing the increasing number of criminal in United States and Donald John Trump will build a great wall along the southern bourder. For Moelsem-American Donald John Trump has a big attention of Islamic terrorism then he wanted denied the immigrants from Syria who those need protection from the United States Government. For African-American Donald John Trump stated that African-American are low-skilled American workers. He stated those three statements in his speech in Phoenix, Arizona during he campaigns as the 45th United States president candidate. Those statement are the triggers for netizen like Daniel Kurtzman to create internet meme of Donald John Trump and spread another netizen idea that create the internet meme of Donald John Trump. The netizen response will not occurred if Donald John Trump did not mention racist and discrimination words in his speech in Phoenix, Arizona during the president election in the United States.

Daniel Kurtzman will not create and spread the internet meme of Donald John Trump if Donald John Trump did not use controversial words which contained racist and discrimination of some races. Daniel Kurtzman and the other meme maker create and spread the internet meme of Donald John Trump as protest against Donald John Trump controversial speech. The characterization of Donald John Trump in his biography leads himself to be racist character in this internet meme and triggered netizen like Daniel Kurtzman create and spread internet meme of Donald John Trump. Netizen who heard and known or become the victim of Donald John Trump discrimination show their protest with meme of Donald John Trump which contained racist and discrimination content that spoken or stated by Donald John Trump as the reflection of Donald John Trump controversial words.

From the internet memes of Donald John Trump above , netizen who become meme maker like Daniel Kurtzman used the same materials (Donald John Trump's controversial words) to protest discrimination, racist, and underestimate of some races by Donald John Trump in his speech in Phoenix, Arizona. Donald John Trump racist character leads himself to netizen like Daniel Kurtzman's conditioned response that create an internet meme of himself. Those internet memes above are the examples of protest that was created by netizen conditioned response as the reflection of Donald John Trump character in his Controversial speech as I mention in third chapter in this paper. Donald John Trump has controversial words in his speech in Phoenix, Arizona that contained racist and discrimination of some races who lived and want to be Untied States immigrant (African-

American, Moslem-American, Mexican American). Those races wanted an equality without any discrimination.

F. Donald John Trump behavior creates the symbol of protest from American netizens

In this internet meme of Donald John Trump settings have an important role to reinforce the elaboration between intrinsic approaches in the previous chapter and the extrinsic approaches in this chapter. Setting as background of internet meme of Donald John Trump is one of the most of important tools to this internet meme. Settings as background shows the background of internet meme of Donald John Trump. The internet meme of Donald John Trump can be found in many meme websites. Meme maker spread their idea about the protest of Donald John Trump controversial speech on the internet pages. The internet pages have important role to help the meme maker spread their idea to the public that called as netizens.

Internet pages that I have already mentioned in the chapter 3 are the setting as background of internet meme of Donald John Trump. Internet meme develop from one mind to the other mind through the internet pages that every meme lovers can see. The another setting as background of Donald John Trump is the main idea for meme maker to create the internet meme of Donald John Trump.

Meme maker desire to create an internet meme of Donald John Trump was motivated by Donald John Trump controversial speech in America on Phoenix, Arizona. After internet meme that created by Daniel Kurtzman as the form of conditioned response (CR) has been succeed to be spread on the internet pages like those pages above, the conditioned response (CR) will be automatically appeared from another netizen that become meme maker to aim to create the same internet meme that based on the character of Donald John Trump to show their protest against Donald John Trump controversial speech which contains; discrimination, racist, rude and impolite characters. Setting as the antagonist creates plot and determines the event. I assume that in this internet meme of Donald John Trump, the environment that has been created by Donald John Trump controversial speech created negative response from netizens around the World Wide Web.

Donald John Trump stated the idea that contains racist content about immigrant when he speaks about how to decrease the number of criminal, reinforce the desire of U.S citinzens and netizens to become meme maker to protest his controversial speech through the internet meme of Donald John Trump. His ambition character leads him to be a success person creates him to be an antagonist character that many U.S citizens do not like him. Daniel Kurztman is one of the man who does not his statement. He creates and spreads the idea that contained in the internet meme of Donald John Trump.

Daniel Kurtzman is the political commentaries and has a cynical character, in the other words, Daniel Kurtzman was triggered to do his job to protest what was Donald John Trump did with the internet meme of Donald John Trump. In this setting conditioned response with internet meme of Donald John Trump has been formed as good as well. This setting reinforce racist character of Donald John Trump. Settings as the antagonist of this internet meme shows that unconditioned stimulus (US) is being transformed to conditioned stimulus in the other hands Donald John Trump's racist characters (CS) leads Daniel Kurtzman create conditioned response (CR) which triggered by Donald John Trump controversial speech which contains discrimination, racist, rude and impolite. In the end of those stimulus and response creates the atmosphere of internet meme of Donald John Trump in World Wide Web. Setting as a means of creating appropriate atmosphere is appeared to reinforce setting as the antagonist in the internet meme of Donald John Trump.

The internet meme of Donald John Trump occurred in the internet from U.S netizens, during the American president election in 2016. The U.S netizens create an imitation art for show to protest the controversial words that spoken by Donald John Trump as the candidate of American president. The controversial words as the unconditioned stimulus (US) that contained racist words could not be accepted for almost people around the world. This is why the internet meme of Donald J. Trump appeared in many internet pages as the form of conditioned response (CR). The idea to create an internet meme of Donald J. Trump it was created the atmosphere of Donald J. Trump words reinforce people to create an internet meme about him. Once meme created by one person then spread to the other person the idea that spread is seems like viruses that attack human body.

The idea of meme spread by idea to idea, by one mind the other mind, and by internet pages to the internet pages. The internet meme of Donald J. Trump can be seen in

many internet pages . The United States netizen consider those internet meme as the symbol of protest to describe what does exactly they feel about racist words that spoken by Donald John Trump during the American president election in 2016. In the other hand in this research many netizens of United States and around the world who did not agree about Donald John Trump controversial speech consider that as the form of conditioned response (CR) that triggered by Donald John Trump's racist, impolite and rude characters in his controversial speech and his biography as the conditioned stimulus (CS) in this research.

G. Donald John Trump politics career leads to his internet meme from netizen

In the plot of Donald John Trump biography, there are five steps that show the journey of life of Donald John Trump. Those journey of life from Donald John Trump reinforce Daniel Kurtzman and many American netizen that become meme maker to create the internet meme of Donald John Trump. In the exposition of Donald John Trump biography, the appearance of conditioned stimulus (CS) from Donald John Trump is not appeared yet. In the exposition of Donald John Trump biography Donald John Trump was described as the man who was dealing business. Donald John Trump was born with business environment that given by his parents. Donald Trump was given control of the company, which he later renamed the Trump Organization. In the complication of Donald John Trump biography racist character of Donald John Trump suddenly appeared when he said a discrimination to his tenants. As I mentioned in conditioned theory of this the unconditioned stimulus (US) of this research is the words that trigger American netizens are the words that contained discrimination, racist, impolite and rude to some races or genders.

In crisis of Donald John Trump biography, the conditioned response has been created by Donald John Trump. He starts to use discrimination words to reinforce his political career as the 45th United States president candidate. He mentioned illegal immigrant will be deported from United States continent because any reason that caused three negative for American citizens. Those reasons are: the African-American are low-skilled, the Mexican-American caused the increasing number of criminality in American citizens environment, and Moslem-American are totally radical races that have chaotic

possibility for American citizen, he also mentioned that Syrian immigrant will be deportated and it will be no spaces to lived for Syrian newcomers. He mentioned those statement for three races, those races are: African-American, Mexican-American, Moslem-American.

Those reasons are the conditioned stimulus (CS) that Donald John Trump created that triggered Daniel Kurtzman and many American Netizens to become meme maker to create internet meme of Donald John Trump as the description of Donald John Trump character and as the protest of Donald John Trump controversial statement from his biography and his speech in Phoenix, Arizona.