



The Analysis of the Power in Donald Trump's Speech

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ABSTRAK

Secara efektif, isi pidato dan pilihan kata dapat mencerminkan dan menggambarkan kepribadian atau karakter pembicara serta kekuatannya. Hal tersebut dapat membentuk persepsi masyarakat, dipengaruhi oleh tokoh, dan mencerminkan sudut pandang pembicara. Penelitian ini menggunakan Analisis Wacana Kritis (CDA) Norman Fairclough untuk mengidentifikasi kekuatan dalam pidato Donald Trump yang disampaikan tentang Keamanan Nasional dan Terorisme dalam Kebangkitan Pembantaian Orlando pada 13 Juni 2016, di Saint Anselm College di Manchester. Analisis teks membuktikan bahwa kekuasaan direpresentasikan melalui Kata Ganti, Pengulangan, Diksi, Sinonim, Antonim, dan Asumsi. Praktek Diskursif menunjukkan bahwa kekuatan yang muncul dari peristiwa terorisme mampu membawa isu sensitif yang mendapat banyak respon dan perhatian masyarakat. Kekuasaan tersebut juga berasal dari status sosialnya di masyarakat dan institusi, baik dalam bidang politik maupun bisnis. Kedudukan Trump secara sosial membuatnya mendapat banyak dukungan.

ABSTRACT

Effectively, a speech's contents and the choice of words can reflect and describe the speakers' personalities or characters and their power. It can shape the public's perception, be influenced by the figure, and reflect the speakers' viewpoints. This research used Norman Fairclough's Critical Discourse Analysis (CDA) to identify the power in Donald Trump's speech which was delivered on National Security and Terrorism in The Wake of The Orlando Massacre on June 13, 2016, at Saint Anselm College in Manchester. The text analysis proved that the power was represented through Pronouns, Repetition, Diction, Synonyms, Antonyms, and Assumptions. Discursive Practice showed the power came from the terrorism incident could bring into a sensitive issue that got many responses and attention from the public. The power also came from his social status in the community and institutions, both in politics and business. Trump's rank socially made him get a lot of support.

1. INTRODUCTION

Language is the tool needed by every human being to communicate with others. It is also used to make them understand each other. Recently, a language that is used to communicate both spoken and written across countries is English. People use English to talk with one another and exchange ideas, thoughts, or opinions. A language can be delivered or employed directly or indirectly. A language being communicated directly to the intended target may be referred to as spoken language, articulate sounds from the mouth or physical gestures create spoken language. On the contrary, indirectly refers to when a speaker conceals his or her genuine intentions.

Public speaking is when someone speaks or presenting directly in front of people or public. Commonly, public means in a crowd, while speaking means to speak or to inform about something in front of people. Public speaking is a form of communication in which one talks or says certain things to a group of people. So, when somebody is speaking in front of the public, the person is called a public speaker.

(Mufanti, 2017) said that public speaking is a form of oral communication delivered in front of a large group of people. A speech becomes one of the important oral communications used to express someone's ideas or opinions, the speaker needs to be able to address a topic that make the people want listen to and get the points. A public speaker must have skills in influencing and persuading people's attention, mostly, the skills are depend on the speaking talents and the art of speaking. It means the abilities are basically related to the speaking itself and how the speech is delivered. In addition, getting public's perception and address the topic are the other abilities needed from the speaker to make them listen and comprehend the points. A successful speaker must know how to use the right words to keep the audience paying attention.

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The important thing to be possessed by a public speaker is to choose appropriate words which used to comprehending the subject matter and assisting the audience to remember the speech for a long time.

This study choose one of Donald Trump's political speeches when he was as the president of the United States, the speech was delivered by Trump National Security and Terrorism in The Wake of The Orlando Massacre on June 13, 2016, at Saint Anselm College in Manchester. Trump's Speech was as his response on the attack of terrorists on the Pulse Nightclub in Orlando, Florida on June 12, 2016, which killed 49 people and injured more than 50 people. In his speech, he not only declared against terrorism but express his opinion on the Islamic immigrants and refugees that accused by him represent the terrorists. Because of his statement in the speech, it had a great effect on Islamic minority American people. Some of his statements made controversy and caused problems among the American, his statements sometimes needed to corrected. The secret of Donald Trump's successful in delivering every speech was the style of his compelling and persuasive message, yet his arguments always sound correct.

Based on the reasons had explained before, it is known how important to understand someone's statement or speech. Moreover, Trump's speech was chosen as a subject in this study because his speech influenced the audience' perception emotionally. The way of Donald Trump delivered his speech and the words choices were so strong and all brought up energy for his people to believe him in the brokenhearted situation. USA mass media saw his success in reviving the sense of unity among the people in difficult situation and taking action to declare war against terrorism. The researchers realized that politicians mostly use certain words and some strategies to persuade and influence society's mind to arrange an agenda.

A speech can be classified as a part of language learning, it creates ideas about power through language. The researchers used the theory of Norman Fairclough's Critical Discourse Analysis. In this instance, the political discourse emphasizes the misuse of such authority, with a particular emphasis on dominance, that is, how one individual or one community controls the ideas and behaviors of others for the benefit of dominant groups. So, politics is concerned with power: the power to make decisions, control resources, control other people's behavior, and moreover control their values.

A political speech is related to political discourse that includes social circumstances, that demonstrate inequality and power. CDA used in this study to examine and analyze the relationships between Language and Power. It examines language usage, answers why it has been used specifically, and determines what effects this kind of use on speech has. Critical Discourse Analysis (CDA) is an analysis to develop social thinking abilities to view language as a form of practice. It focuses on how language and social structures texts are produced.

Dimensions of Fairclough's Critical Discourse Analysis

Three dimensions in Critical Discourse Analysis (CDA) are applied to analyze Donald Trump's speech.

Text Analysis (Description)

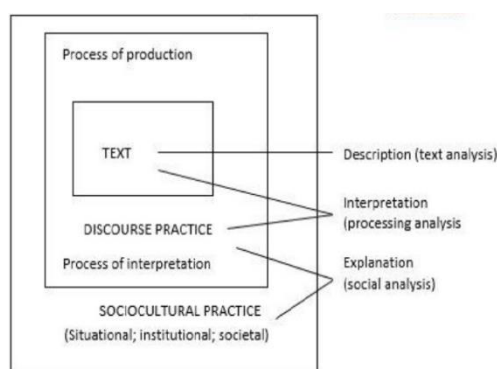


Figure 1. Three-Dimensional Conception of Discourse
(From Fairclough, "Discourse and Social Change," *Polity*, 1992)

Text Analysis studies the text linguistically by looking at sentence structures. Based on Fairclough's theory, these elements are related to:

- a. **Repetition of words, phrases, and sentences** Repetition is a persuasive approach frequently used by politicians, journalists, and advertisers – but why is it so effective? According to some psychological studies, repeating easy phrases and phrases can persuade us that they are true, even if they aren't (Islomxo'jayeva Sayyora, 2022).

- b. **Synonyms and antonyms** have an important significance in meaning relationships. They can help speakers and listeners understand the similarities, differences, and nuances of meaning in languages. The listener or audience can dig deeper and broader into the difference in meaning between seemingly similar or different words, which helps speakers to convey messages more accurately and precisely. It also allows the audience to understand how the choice of words can affect interpretation and communication in a certain or special context. In addition, a deeper understanding of them can enhance cross-language and cultural communication skills.
- c. **Pronouns** are employed to substitute for a noun or noun phrase in the speech. According to (Karapetjana, 2011), how politicians speak and present themselves is a part of their personality and a way to show themselves as individuals, and so are pronominal choices.
- d. **Diction** exposes how the speaker chooses the particular vocabulary or word selection in a speech or writing text. It can connect to a specific group of subjects and engage them in the speech. Diction is analyzed to define reality, signified by language, and demonstrate how language constructs reality.
- e. **An implicit assumption** about emphasizing belief connected to a statement in which the truth is taken for granted in the Discourse, i.e., a presupposition. According to (Yule, 1996), a presumption is anything that the speaker expects to be confirmed before speaking. It is not the text that assumes anything, but it is the speaker's.

Discursive Practice (Interpretation)

It analyzes how a text is produced, transmitted, and consumed. In this part, three procedures must be done.

- a. **Text production.** It investigates the parties associated with the text's development.
- b. **Text transmission.** It will focus on how and what media whether newspapers, electronic media, or other types of media were used. It is crucial to examine text distribution since it has both faults and strengths.
- c. **Utilization of text messaging** will concern the perspective of individuals who get information or the text receiver. If the text's audience is the governing elite, the local populace, or even the official population will be more determined.

Social Event

Despite analyzing the media's effect, according to (Fairclough, 2001), social events will address the social viewpoint of the context's opinion which evaluates three components: The first is **Situational**, specifically the situational factor is a crucial thing to comprehend the context when the event occurs; the second, **Institutional**, this illustrates how an institution or organization functions in social practice when the text is generated. Due to institutional authority and governance, the text might be altered by the institutions; the third, **Social**, this level of examination will include the economic, political, and cultural systems of the whole society.

Fairclough's dimensions comprehensively explain how language and power interact in discourse. The text carries a specific philosophy that enables society to comprehend what the speaker is attempting to transmit to the audience via the text and try to find out the power represented by language will be analyzed.

2. METHODS

The Descriptive Qualitative Method is used in the research design of this study. According to (Sugiyono, 2016), research methods are scientific ways of obtaining data with a specific purpose. That data can be found, developed, and proven as an inevitable truth so that it can, in turn, be used to understand, solve, and anticipate problems in education. This research used a descriptive-analytical approach which refers to searching for facts and the results of analyzing, interpreting, and generalizing the research findings. The procedures of analyzing Trump's speech is done by using Norman Fairclough's CDA dimensions that consists of text analysis (text description), text processing analysis (text interpretation), and social event (explanation),

The subject of this research is Donald Trump's Speech on National Security and Terrorism in The Wake of The Orlando Massacre on June 13, 2016, at Saint Anselm College in Manchester taken from an online video found on LiveNow from the FOX YouTube channel (<https://youtu.be/zV40c4bPCrA>) one of the American television media. The research questions will be addressed in this research as follow: What Power is represented by the language used in Donald Trump's speech on National Security and Terrorism in The Wake of The Orlando Massacre on June 13, 2016?

3. RESULT AND DISCUSSION

Results

Text Analysis

Pronouns

Based on SDA, some quotations using pronouns were taken from Donald Trump's Speech.

"We have an incompetent administration, and if I am elected President, that will not change, at least not in the next four years. We have an administration that will not change--but if I get in there, it will change quickly. We're going from totally incompetent to just the opposite, believe me."

"I will be meeting with the NRA, which has given me their earliest endorsement in a Presidential race, to discuss how to ensure Americans have the means to protect themselves in this age of terror."

"I will use this power to protect the American people. When I am elected, I will suspend immigration from areas of the world where there is a proven history of terrorism against the United States, Europe, or our allies, until we understand how to end these threats."

"If we want to remain a free and open society, and we do, we have to control our borders. We have to control them and we have to control them now, not later, right now."

"If we don't get tough, and we don't get smart – and fast – we're not going to have a country anymore -- there will be nothing left".

"The Obama Administration, with the support of Hillary Clinton and others, has also damaged our security by restraining our intelligence-gathering. We have just had no intelligence-gathering information. We need this information so badly and he stopped it".

"We don't have the support of the law enforcement system because Obama is not letting them do their job".

"We need a new leader. We need a new leader fast. They have put political correctness above common sense, above your safety, and above all else."

"The days of deadly ignorance will end, and they will end soon if I'm elected."

"If we want to protect the quality of life for all Americans—women and children, gay and straight, Jews and Christians, and all people—then we need to tell the truth about radical Islam. And we need to do it now."

"We will protect our borders at home. We will defeat ISIS overseas. We will ensure every parent can raise their children in peace and safety".

"We will make America rich again. We will make America safe again. We will make America Great Again."

Repetition of Words, Phrases, and Sentences

These are some repetitions identified in Trump's speech.

"If we don't get tough, and we don't get smart – and fast – we're not going to have a country anymore -- there will be nothing left".

"If we want to remain a free and open society, and we do, we have to control our borders. We have to control them and we have to control them now, not later, right now."

"The Obama Administration, with the support of Hillary Clinton and others, has also damaged our security by restraining our intelligence-gathering. We have just had no intelligence-gathering information."

"The bottom line is that the only reason the killer was in America in the first place was that we allowed his family to come here. That is a fact, and it's a fact we need to talk about."

"We need a new leader. We need a new leader fast".

"They have put political correctness above common sense, above your safety, and above all else."

"The days of deadly ignorance will end, and they will end soon if I'm elected."

"Our President doesn't know what he is doing. He has failed us and failed us badly,"

If we don't get tough, and we don't get smart – and fast – we're not going to have a country anymore".

*"There will be **nothing**, absolutely **nothing** left."*

*"**America** will be a tolerant and open society. **America** will also be a safe society".*

***We will** protect our borders at home. **We will** defeat ISIS overseas. **We will** ensure every parent can raise their children in peace and safety".*

*"We will **make America** rich **again**. We will **make America** safe **again**. We will **make America** Great **again**."*

Diction

Some diction was found in Donald Trump's speech as follows.

*"They're **pouring in**, and we don't know what we were doing."*

*"But the current politically correct response **cripples** our ability to talk, think, and act clearly."*

*"We also need to tell the truth about how **radical Islam** is coming to our **shores**."*

*"They tried that in France, which has among the toughest gun laws in the world, and 130 people were **brutally murdered** by Islamic terrorists in **cold blood**."*

*"We have to stop the **tremendous** flow of Syrian refugees into the United States. We don't know who they are, they have no documentation, and we don't know what they're planning."*

*"She wants to take away Americans' guns and then admit the very people who want to **slaughter** us."*

*"Hillary Clinton's **catastrophic** immigration plan will bring vastly more radical Islamic immigration into this country, threatening not only our security but our entire way of life."*

Antonyms and Synonyms

These are the synonyms and antonyms found out in the speech.

*"I refuse to allow America to become a place where gay people, Christian people, and Jewish people are the targets of **persecution and intimidation** by radical Islamic preachers of **hate and violence**."*

*"President Obama must release **the full and complete** immigration histories of all individuals implicated in terrorist activity of any kind since September 11. so important."*

*"When I am President, I pledge to **protect and defend** all Americans who live inside of our borders."*

*"If we want to protect the quality of life for all Americans—women and children, **gay and straight**, Jews and Christians, and all people—then we need to tell the truth about radical Islam. And we need to do it now."*

Assumptions

There some quotations that were considered as assumptions.

"We are importing Radical Islamic Terrorism into the West through a failed immigration system and through an intelligence community held back by our president."

"But today there is only one thing to discuss: the growing threat of terrorism inside our borders."

"We have a dysfunctional immigration system that does not permit us to know who we let into our country, and it does not permit us to protect our citizens properly. We have an incompetent administration, and if I am not elected President, that will not change I will tell you, that will not change over the next four years"

"We've got to get smart, and tough, and vigilant, and we've got to do it now because later is too late. The media talks about "homegrown," terrorism, but Islamic radicalism, and the networks that nurture it, are imports from overseas."

Discussion

The power are reflected by the language in Donald Trump's speech could be detected in Textual Analysis: pronouns, diction, repetition, synonyms, and antonyms, and assumptions are all aspects of the text dimension examined.

Text Analysis

Related to the findings, the text Analysis of using "I" and "We" was used by Donald Trump to express some purposes. They were used interchangeably when he was delivering his speech.

"I" and "We" were used by Trump to indicate his personal opinion and personal qualities against the terrorist attack that occurred on the Pulse Nightclub in Orlando, Florida on June 12, 2016. Donald Trump said: *"I will use this power to protect the American people. When I am elected, I will suspend immigration from areas of the world where there is a proven history of terrorism against the United States, Europe, or our allies, until we understand how to end these threats."* He assured the audience and promised he would do some good deeds in protecting the American people against the terrorists, suspend the Islamic Immigrants, and stop terrorism. The use of "I" was basically to express Trump's principles, morals, and power and someone who was not afraid to take action when necessary. He also said: *"If we want to remain a free and open society, and we do, we have to control our borders. We have to control them and we have to control them now, not later, right now"*.

In additional analysis, it was found that with the use of the Personal Pronoun "We" in his speech, Trump wanted to involve the Americans and he would participate in overcoming the terrorism in the USA. "We" referred to Donald Trump as the speaker and the audience as the addressees. It also as a team, not the candidate of USA president as individual, but also involved the audience in taking action. Trump said: *"We have an incompetent administration, and if I am elected President, that will not change, at least not in the next four years. We have an administration that will not change--but if I get in there, it will change quickly. We're going from totally incompetent to just the opposite, believe me."* Trump also stated: *"We will make America rich again. We will make America safe again. We will make America Great Again"* These statements reflected that the actions could be taken with the Americans together.

Repetition is a persuasive approach frequently used by politicians, journalists, and advertisers. The purpose of repeating words, phrases, and sentences in Trump's speech was to persuade the audience to take action or encounter the situation of whether his statements are true, even if aren't. Donald Trump said: *"There will be nothing, absolutely nothing left."* Hearing something repeated more than once in front of his audience could make them inclined to give it as actual and might also trust it. Based on the findings showed that repetition had been employed in Donald Trump's speech to motivate hope, patriotism, and concord among Americans. For example, he said: *"We will protect our borders at home. We will defeat ISIS overseas. We will ensure every parent can raise their children in peace and safety"*. In another one, he said: *"We will make America rich again. We will make America safe again. We will make America Great Again."*

In addition, the analysis of pronoun repetition such as **we, our, you, and your** was aimed to reflect Trump's inclusiveness and shared responsibility with his audience. He said: *"If we want to remain a free and open society, and we do, we have to control our borders. We have to control them and we have to control them now, not later, right now."*

Donald Trump's speech used **synonyms and antonyms** to help the audience understand that the meaning of the words can be seen or found from both if their meaning seems varied, expanded, simultaneous, or overlapping in different contexts (Eko & Lia Maelani, 2022; Siompu, 2019). Both are also used to avoid repetitions that are not needed.

Besides that, both are them were used in Donald Trump's speech to emphasize and describe how the situation could endanger or threaten the American people and their country, Trump persuaded and convinced the audience to prevent or against the terrific situation. The interchangeability of using them, for example, **gay and straight, persecution and intimidation, full and complete, protect and defend** made his speech understandable and acceptable to the audience.

In this part of the discussion, the use of **the assumption** expressed his declaration concerning the tragic mass shooting that came about in Orlando. Presupposition refers to something the speaker considers properly earlier than making an announcement. Now, it was the speaker's assumption. Not about the phrases. Trump said: *"We are importing Radical Islamic Terrorism into the West through a failed immigration system and through an intelligence community held back by our president."* It was clear that the statement assumed that *"there is an immigration system in the United States."* By using this statement, Trump attempted to illustrate to the audience the administration's failure to protect Americans from radical terrorists by applying unworthy or insignificant immigration regulations. *"But today there is only one thing to discuss: the growing threat of terrorism inside our borders."* Trump's statement was concerned with conveying the assumption that *"there is terrorism in the United States"*. He tried to point out that the recent US regulations had not yet put away the danger of terrorism in the United States. The following statement: *"The attack on the Pulse Nightclub in Orlando, Florida, was the worst terrorist attack on our soil since September 11th and the worst mass shooting in our country's history"* (Politico, 2016) expressed Trump's opinion on the government's potential-less to protect its citizens. The statement: *"Large numbers of Somali refugees in Minnesota have tried to join ISIS."* was Trump's indication of the phenomenon itself. This statement became a more credible and stronger assumption in the public's viewpoints due to the involvement of the ISIS issues.

Discursive practice

In this dimension, it covered some objects in the speech, consisting of manufacturing, distribution, and consumption. They were evaluated by looking at the general public's responses.

Manufacturing

In discursive practice, manufacturing relates to who delivers the speech, Donald Trump, whose ambitions to succeed became the president of the USA, chose to use formal language in a proper event. It gave him the possibility of sharing his views on matters and interacting with the Yankee people. The interplay aimed to engage the Yank public's attention that Trump was someone who might be relied on and favored to solve existing troubles. Through the speeches and the media, the interplay was spread. It made Trump use a common language to keep his audience's attention. Because had a huge capacity in business and politics, it became an advantage for not only The Republican Party but also different international audiences.

Furthermore, Trump continually used to act through the usage of the domination of electricity. It is typically related to ownership of fame, knowledge, cash, and body, Trump made a speech throughout the election length for him to end up a president, the power was owned by Donald Trump as a successful businessman and he had a great member of the family and a great call among the human beings of the United States. In his speech, he used an electricity language, displaying that Trump had the power to do something. The electricity language used in this speech: *"I can use this electricity to guard the Yankee humans. He also said: "When I'm elected, I will suspend immigration from regions of the sector when there may be established records of terrorism towards America, Europe, or our allies, till we apprehend the way to stop those threats."* Within the quotes, it was identified that Trump used commissive language that could be aimed at emerging as the president of America. Trump said about a president's strength that he might want to be got later if the Americans voted for him, too. While as the president of the United States, he would guard the Yankee people by granting suspension of immigration to areas with a record of terrorism to the US and allied nations. By using a commissive sentence, it could be seen that Trump was showing a causal form. If the people of America choose him to become a President, Trump would shield them from the crime of terrorism.

Distribution

By this aspect, it was detected that Trump's speech could be found anywhere. Internet shared the speech orally and heard widely. The various platforms distributed the video footage and excerpts or transcripts, such as politico.com, YouTube accounts, is Live-now from FOX one of the American Television and YouTube platforms. As a result, the messages were received by the citizens widely and clearly.

Consumption

The speech identified many responses of the United States public to Trump's statement in his speech. It is consumed by the audience. There were various responses to this speech. CNN's post on June 14, 2016, told the public's responses appeared both to support and criticize Trump. For example, the comment from José Neto, *"We need people like Trump, vote Trump because the US needs someone like him."* The comment emphasized that what Trump was doing was the right decision for the USA. In addition, the comment from some LGBT people through the YouTube account Allegiant also expressed their support for Donald Trump because of his statement that he was trying to protect LGBT people, they said: *"I feel as if more LGBTQ voters will begin to lean more towards Trump"*. On the contrary, some people also criticized Trump's speech. One of them is from a YouTube account with the name Peter, he said, *"He loves saying Radical Islamic terrorist but he forgot the American citizen part."* Peter's criticism emphasized how Trump often said: *"Radical Islamic terrorists"* and had forgotten that American Muslims were The United States society. The speech made during the presidential election attracted much attention. It was consumed not only by the people who live in The USA or who are part of the United States of America but also by the other countries that have relations with the United States.

Social Practice

(Eriyanto, 2001) states that Fairclough makes three levels of analysis in sociocultural practices, which consist of as follows.

Situational

In the situational aspect, several conditions arose caused by Donald Trump's statements, the first, to respond to Hillary Clinton's speech and the second, the mass shooting at the Pulse Nightclub in Orlando, Florida. The incident of the terrorist attack on June 12, 2016, was cited by Donald Trump. It caught the public's attention and questioned how the presidential candidates' responses. At that time, Donald Trump

and Hillary Clinton became the presidential candidates. Both of them have different opinions. Clinton showed an attitude that tried to handle cases focused on who really had a tendency to commit terrorism or who did terrorism without closing immigrants, especially Muslims. This can be seen in Clinton's quote: *"And by the way, Mr. Trump – every time you insult American Muslims or Mexican immigrants, remember that plenty of Muslims and immigrants serve and fight in our armed forces."* She pointed out the discrepancy between her and Trump's opinions in his speech. Meanwhile, Trump commented that what Clinton talked about was very unwise, and explained that his focus was on stopping and preventing immigrants from countries that had committed terrorism in the United States. He believed in protecting all varied citizens of the United States.

Institutional

Trump's business institutions had existed when his father was alive until he passed away, unfortunately, he had no experience with public service. Donald Trump's per-presidential political experience was not gaining and maintaining his leadership at all. Trump learned to make political relations with Democratic officials in New York City that had been started by Fred Trump. Donald Trump observed his father used the campaign to gain preferential treatment from politicians who influenced the rules, regulations, licensing, and tax policies that affected his business interests. At first, Donald Trump supported the Democratic Party in New York, just like his father. When he was a youth, Donald Trump did not commit consistently to party or ideological preferences, but in his adult years, he began to convey that he was a Democrat and a member of the Reform Party. On the contrary, when Trump showed interest in taking part as a presidential candidate, before his eventually successful campaign in 2016. In 2012, he considered entering the Republican primary to challenge the previous president, Barack Obama. Finally, Trump ran as a presidential candidate with the support of the Republican Party in 2016.

Social

The characteristics of the community are one of the significant indicators to be noticed in a speech. American society deals with free, private, equal human rights, ambitious, forthright, and forward-looking. The American people do not hesitate to try their best to improve their lives and become very strict regarding their future. It meant people could see how Trump and most American people's characters were in his speech. Trump, filled with candid sentences, said: *"Truly, our President doesn't know what he is doing. He has failed us and failed us badly, and under his leadership, this situation will not get any better -- it will only get worse."* A candid sentence is used to suggest an expression marked by sincerity and honesty, especially in offering unwelcome criticism or opinion. It was one of Donald Trump's statements about the latest president. Basically, his decision was attracting people's attention outrageously. Even though most people accepted it, some disagreed with Trump, because when he won the general election as the next president, Trump's ways were done impudently, disrespectfully to someone's beliefs or opinions, and with human rights.

4. CONCLUSION

Based on Norman Fairclough's Critical Discourse Analysis which consists of Text Analysis, Discursive Practice, and Social Practice, it can be concluded that the power is represented by the language used in Donald Trump's Speech on National Security and Terrorism in The Wake of The Orlando Massacre on June 13, 2016, through as follows.

The text analysis proved that Donald Trump's power was expressed through Pronouns, Repetition, Diction, Synonyms, Antonyms, and Assumptions. The power was analyzed by Discursive Practice which showed how the terrorist attack in Orlando, Florida became a sensitive issue that got many responses and attention from the audience. Donald Trump was also supported by his social status in the American community and institutions both of politics and business.

Text Analysis

Donald Trump showed his power by using text analysis, it had influenced much significantly on the audience's attention and beliefs. It can be seen from the **pronouns "I" and "We"** are used to express some purposes. First, the use of "I" is to indicate his personal opinion and personal qualities against the terrorist attack that occurred in the wake of the Orlando Massacre and express his principles, morals, and power as someone who was not afraid to take action when necessary. Meanwhile, in the use of the Personal Pronoun **"We"** in his speech, Donald Trump wanted to involve the American people and he would participate in overcoming terrorism in the USA. **"We"** referred to Donald Trump as the speaker and the audience as the addressees. It also as a team, not the candidate of USA president as individual, but also involved the audience

in taking action. The next is **repetition**. The purpose of repeating words, phrases, and sentences in Trump's speech is to persuade the audience that they are true, even if they aren't. Donald Trump's speech motivated hope, patriotism, and concord amongst Americans. In addition, pronoun repetition such as **we, our, you, and your** was aimed to reflect Trump's inclusiveness and shared responsibility with his audience. The use of **diction, synonyms, antonyms, and assumptions** indicated that he attempted to convey and emphasize his points to the audience in his opinion on terrorism, immigrants or refugees in the USA, and his support and commitment to protecting the American people.

Discursive Practice

On the other hand, Donald Trump's position in politics and business among American societies can also indicate power. It is how Donald Trump's high social status influenced him when chose and used his statements. Based on discursive practice, particularly in the discourse in text analysis, Donald Trump's status, and social distance had given him huge advantages to show his power in attracting and engaging the audience's trust and support.

The Power of Donald Trump also was seen how his accuracy and sensibility in choosing the issues and topics of a mass shooting on June 12, 2016, that occurred at the Pulse nightclub in Orlando, Florida, Islamic immigrants and refugees, LGBTQ, and terrorism in his speech while the campaign of his presidential candidate, it had been got many Americans' attention and responses.

The power had been showing through political and business institutions, too. Republic Party and the most of colleagues in Trump's business said to support him becoming the president of the USA.

Social Practice

The social level became Trump's target in his campaign as one of the presidential candidates and one of his power. Recognizing the characteristics of the American audience made Trump easily engage and attract attention and responses from his community.

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