

A CRITICAL DISCOURSE ANALYSIS ON BARACK OBAMA FARAWELL ADDRESS AT CHICAGO

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ABSTRACT

The area of this research is critical discourse analysis using the characteristics of the microstructure, superstructure, and macrostructural approaches by Van Dijk's theory. The object behind the research is Barack Obama last speech during his tenure as president of the United States, which was held on January 10, 2017 at McCormick Place, Chicago, Illinois. In his last speech, Barack Obama expressed his gratitude to those who have been very supportive. He is during his tenure as president. In his speech, Barack Obama also discussed a lot about his message to the youth of the United States to be more active in contributing to the progress of the United States, and discussed a lot about the social and economic problems of the United States. Public Speaking by Barack Obama deserves to be studied and his clear and systematic way of speaking is the reason for researchers to research it, to find out what ideology is conveyed in his speech. This research focused on identifying the characteristics of the microstructure, superstructure, macrostructure, and ideological approaches contained in Barack Obama speech using a qualitative approach method. The results of this study indicate that ideologies of liberalism and ideologies of socialism. From these data, the researcher found that the ideology of liberalism was mostly contained in Barack Obama speech.

Keywords: critical discourse analysis (cda); microstructure, superstructure, macrostructure, Barack Obama's speech text

ABSTRAK

Area penelitian ini adalah analisis wacana kritis dengan menggunakan pendekatan karakteristik mikro, suprastruktur, dan makrostruktur menurut teori Van Dijk. Objek di balik penelitian ini adalah pidato terakhir Barack Obama selama masa jabatannya sebagai presiden Amerika Serikat, yang diadakan pada 10 Januari 2017 di McCormick Place, Chicago, Illinois. Dalam pidato terakhirnya, Barack Obama menyampaikan rasa terima kasihnya kepada pihak-pihak yang telah sangat mendukung. Dia selama masa jabatannya sebagai

presiden. Dalam pidatonya, Barack Obama juga banyak membahas tentang pesannya kepada para pemuda Amerika Serikat untuk lebih aktif berkontribusi bagi kemajuan Amerika Serikat, dan banyak membahas masalah sosial dan ekonomi Amerika Serikat. Public Speaking oleh Barack Obama layak untuk dipelajari dan cara berbicaranya yang jelas dan sistematis menjadi alasan peneliti untuk menelitinya, untuk mengetahui ideologi apa yang disampaikan dalam pidatonya. Penelitian ini difokuskan untuk mengidentifikasi karakteristik pendekatan mikrostruktur, suprastruktur, makrostruktur, dan ideologis yang terdapat dalam pidato Barack Obama dengan menggunakan metode pendekatan kualitatif. Hasil penelitian ini menunjukkan bahwa ideologi liberalisme dan ideologi sosialisme. Dari data tersebut, peneliti menemukan bahwa ideologi liberalisme banyak terkandung dalam pidato Barack Obama.

Kata kunci: *analisis wacana kritis; mikrostruktur, suprastruktur, makrostruktur, teks pidato Barack Obama*

A. INTRODUCTION

In communication, people use something as a medium to communicate, it is called language that can be used in two ways, namely direct and indirect communication. Direct communication means there is no intermediary between users or simply spoken/oral language. Oral language also means a form of communication from one person to another in which language is produced by the human voice organs and produces a series of systematically arranged words, called speech. Oral language is a face-to-face conversation by people around us. While indirectly means there is something that bridges between users or is called a written language that is usually communicated by users through certain devices such as short message services (SMS), letters, TV advertisements and many others. Thus, through the two definitions above it seems interesting to discuss, how language can be delivered directly and through certain devices. Representation of direct and indirect phenomena can be seen from activities called public speaking. When someone speaks in public, that person is referred to as a public speaker, in this profession there are some people who carrying out their work use public speaking activities, including: orator, presenter, and most leaders in a community who are believed to understand and to master the technique of public speaking well, because it is closely related to the delivery of information, to explain, and to illustrate, especially when talking about ideas in the form of speeches.

According to Edward Sapir in his book entitled *Language An Introduction to the Study of Speech*. The elements of speech, Sounds not properly elements of speech. Words and significant parts of words (radical elements, grammatical elements). Types of words. The word a formal, not a functional unit. The word has a real psychological existence. The sentence. The cognitive, volitional, and emotional aspects of speech. Feeling-tones of words. Speech is so familiar a feature of daily life that we rarely pause to define it. It seems as natural to man as walking, and only less

so than breathing. Yet it needs but a moment's reflection to convince us that this naturalness of speech is but an illusory feeling. The process of acquiring speech is, in sober fact, an utterly different sort of thing from the process of learning to walk. According to Oxford dictionaries, there are two definition of speech, the first is the expression of or the ability to express thoughts and feelings by articulate sounds. From this definition can be elaborated into a person style of speaking which closely related with the way a person speak and the language of a nation, region, or group. That means speech as the representation of a nation or group of people. Meanwhile, still with the same source, the second definition of speech is a formal address or discourse delivered to an audience. It means that there is one person as the speaker who talks about certain topics in front of people. Speech is an activity of public speaking in the form of formal speech done by a leader to express his opinion, or provide an overview of an important event that must be discussed. In practice, there are several examples of speeches such as graduation speeches, leadership speeches, religious speeches, and official speeches of the president. Speech is one part of the discourse, where the discourse itself is a process of developing communication that uses symbols associated with interpretation and events in the broad social system, through communication related to communication messages, such as words words, writings, pictures, and many others, their existence is determined by the people who use them, for example the context of events with regard to the wider community which is the basis of their existence.

B. REVIEW OF RELATED LITERATURE

1. Discourse

The term 'discourse' is used in a number of ways in the broad field of discourse analysis (Fairclough, 1993). This is defined differently in terms of two main paradigms: structural and functional. Structurally, this is a specific language unit (above the sentence), and functionally, a certain focus, for example, on the use of language (Schiffrin, 1994). Structuralists are very concerned with the form of language. Grammar, regards language as an innate and individual property (Andersen, 1988), while functionalists are interested in the use of language, such as content. Paradigm differences affect the definition of discourse: definitions based on structuralist paradigms view discourse as language over sentences for example, types of structure, and definitions derived from functionalist paradigms view discourse as the use of language (Shiffrin, 1994).

2. CDA (Critical Discourse Analysis)

CDA has also counterparts in critical developments in sociolinguistics, psychology, and the social sciences, some of them already dating back to the early 1970s (Billig, 2002; Wodak, 1996). To Fairclough (1993), CDA is defined as a branch of discourse analysis, which is concerned with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language as he wrote:

“Discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony.” (p. 135)

3. Van Dijk of Theory of CDA

Teun Adrianus Van Dijk (born May 7, 1943 in Naaldwijk, The Netherlands), is a scholar in the fields of text linguistics, discourse analysis, and critical discourse analysis (CDA). Van Dijk saw a text consisting of several structure parts, each of which supported one another. He in this case divides it into three levels. First, macro structure, this is the global or general meaning of a text that can be observed by looking at the topic or theme that is put forward in a text. Second, superstructural, namely the structure of discourse that is related to the framework of a text. How parts of the text are arranged into the whole news. Third, micro structure is the meaning of discourse that is observed from the smallest part of a text such as words, sentences, proposition, clauses, paraphrases, and image. The following can be described one by one the discourse elements of van Dijk’s model:

a. Micro Structure

Based on the van Dijk’s (1988: 59) explanation about the general concept of microstructure the microstructure level in the CDA distinguish the meaning and the expression about word, phrase, clause, and sentence forms. In the study of language there are semantic, stylistic, syntactic and rhetoric that used as a tool to analyzing microstructure in a speech.

1. Semantics

Semantic element means the meaning intended to emphasis in the discourse.

The elements that should be analyzed are the background of the sentence, details, intention and presumption of the sentence that are construct the discourse.

2. Syntax

A syntactic element means the sentence construction. The sentence construction, the coherence of each sentence and the pronoun in the discourse become the main point in this element.

3. Stylistic

A stylistic element means the word chosen of the author of the discourse or the actor in the discourse. The word chosen can be called diction. The elements that should be analyzed in this chapter are the lexical word of the discourse.

4. Rhetorical

The last element of the discourse analysis is rhetoric. The rhetoric means the emphasis, which is made by the person in the discourse. The metaphor, images and the other expression is analyzed in this element.

b. Super Structure

The second element is superstructure. The schema of the discourse belongs to superstructure. Schema of the discourse determines how the topic of the discourse could or should be delivered in the discourse, and how sequences and the sentences should be appeared in the discourse (van dijk, 1988: 51). Superstructure element of the discourse has to have close linked with the macrostructure of the discourse. Macrostructure of the discourse explains the topic of the discourse, and the superstructure of the discourse determines the supporting information and the sentences for macrostructure. This element also explains a specific discourse function that is delivered in the sentence and the proposition of the discourse.

c. Macrostructure

Objects The element that belongs to macrostructure is the thematic of the discourse. The thematic part contains the topic, which is raised in the discourse. Topic in a certain discourse product related to the meaning of the context required to the theoretical analysis based on semantic theory. Topic is the global part of the discourse. It is the center of the description in the discourse. Dealing with the finding of the topic, one of the characteristic of macrostructure is the proposition. Proposition is the smallest part of the discourse and it is the basic construction of the discourse. In general, topic can be called the proposition of the discourse (van Dijk, 1988:31) Teun A van Dijk, in his book *News as Discourse* defined macrostructure level in CDA as the topic in the discourse. In finding the topics or themes of the discourse, it was related to the semantic macrostructures of the discourse itself. Semantic macrostructures means the meaning intended to the discourse (van Dijk, 1988: 31).

4. Ideology

Since CDA is concerned with exposing the often hidden ideologies that are reflected, reinforced and constructed in everyday and institutional discourse, the concept of ideology is crucial. Like the concepts of discourse and power, ideology is probably the one that most defies precise definition. Definitions usually fall into twobroad categories: a relativist definition, denoting systems of ideas, beliefs andpractices, and a critical definition, allied with Marxist theory, which sees it asworking in the interests of a social class and/or cultural group. When critical discourse analysts argue that discourse embodies ideological assumptions, they use the term ideology in a 'critical' sense. Fairclough (1992: 87) understands ideologies to be significations /constructions of reality (the physical world, social relations,

social identities) which are built into various dimensions of the forms/ meanings of discursive practices, and which contribute to the production, reproduction or transformation of relations of domination.

A. Political Ideologies

According to Andrew Heywood (2017;27) in his book entitled *Political Ideologies An Introduction* politics has sometimes been thought to be little more than struggle for power. If this is true, political ideas are mere propaganda, a form of words or collection of slogans designed to win votes or attract popular support. Ideas and ideologies are therefore simply ‘window dressing’, used to conceal the deeper realities of political life.

Political ideas are not merely a passive reflection of vested interests or personal ambition, but have the capacity to inspire and guide political action itself and so to shape material life. At the same time, political ideas do not emerge in a vacuum: they do not drop from the sky like rain. All political ideas are moulded by the social and historical circumstances in which they develop and by the political ambitions they serve. Any balanced and persuasive account of political life must therefore acknowledge the constant interplay between ideas and ideologies on the one hand, and historical and social forces on the other.

1. Liberalism

The central theme of liberal ideology is a commitment to the individual and the desire to construct a society in which people can satisfy their interests and achieve fulfillment. Liberals believe that human beings are, first and foremost, individuals, endowed with reason. This implies that each individual should enjoy the maximum possible freedom consistent with a like freedom for all. However, although individuals are entitled to equal legal and political rights, they should be rewarded in line with their talents and their willingness to work. Liberal societies are organized politically around the twin principles of constitutionalism and consent, designed to protect citizens from the danger of government tyranny. Nevertheless, there are significant differences between classical liberalism and modern liberalism. Classical liberalism is characterized by a belief in a ‘minimal’ state, whose function is limited to the maintenance of domestic order and personal security. Modern liberalism, in contrast, accepts that the state should help people to help themselves.

2. Conservatism

As a political ideology, conservatism is defined by the desire to conserve, reflected in a resistance to, or at least a suspicion of, change. However, while the desire to resist change may be the recurrent theme within conservatism, what distinguishes conservatism from rival political creeds is the distinctive way in which this position is upheld, in particular through support for tradition, a belief in human imperfection, and the attempt to

uphold the organic structure of society. Conservatism nevertheless encompasses a range of tendencies and inclinations. The chief distinction with in conservatism is between what is called traditional conservatism and the New Right. Traditional conservatism defends established institutions and values on the ground that they safeguard the fragile 'fabric of society', giving security-seeking human beings a sense of stability and rootedness. The New Right is characterized by a belief in a strong but minimal state, combining economic libertarianism with social authoritarianism, as represented by neoliberalism and neo-conservatism.

3. Socialism

Socialism, as an ideology, has traditionally been defined by its supposition to capitalism and the attempt to provide a more human and socially worth, while alternative. At the core of socialism is a vision of human beings as social creatures united by their common humanity. This highlights the degree to which individual identity is fashioned by social interaction and the membership of social groups and collective bodies. Socialists therefore prefer cooperation to competition. The central, and some would say defining, value of socialism is equality, especially social equality. Socialists believe that social equality is the essential guarantee of social stability and cohesion, and that it promotes freedom, in the sense that it satisfies material needs and provides the basis for personal development. Socialism, however, contains a bewildering variety of divisions and rival traditions. The divisions have been about both 'means' (how socialism should be achieved) and 'ends' (the nature of the future socialist society).

4. Anarchism

Anarchist ideology is defined by the central belief that political authority in all its forms, and especially in the form of the state, is both evil and unnecessary. Anarchists therefore look to the creation of a stateless society through the abolition of law and government. In their view, the state is evil because, as a repository of sovereign, compulsory and coercive authority, it is an offence against the principles of freedom and equality. Anarchism is thus characterized by principled opposition to certain forms of social hierarchy. Anarchists believe that the state is unnecessary because order and social harmony do not have to be imposed 'from above' through government. Central to anarchism is the belief that people can manage their affairs through voluntary agreement, without the need for top-down hierarchies or a system of rewards and punishments. However, anarchism draws from two quite different ideological traditions: liberalism and socialism.

5. Nationalism

The term 'nationalism' was first used in print in 1789 by the anti-Jacobin French priest Augustin Barruel. By the mid-nineteenth century, nationalism was widely recognized as a political doctrine or movement; for example, as a major ingredient of the revolutions that swept across Europe in

1848. Nationalism can be defined broadly as the belief that the nation is the central principle of political organization. As such, it is based on two core assumptions. First, humankind is naturally divided into distinct nations and, second, the nation is the most appropriate, and perhaps only legitimate, unit of political rule. Classical political nationalism therefore set out to bring the borders of the state into line with the boundaries of the nation. Within so-called nation-states, nationality and citizenship would therefore coincide. However, nationalism is a complex and highly diverse ideological phenomenon. Not only are there distinctive political, cultural and ethnic forms of nationalism, but the political implications of nationalism have also been wide-ranging and sometimes contradictory. Although nationalism has been associated with a principled belief in national self-determination, based on the assumption that all nations are equal, it has also been used to defend traditional institutions and the established social order, as well as to fuel a program of war, conquest and imperialism.

6. Facism

The term 'fascism' derives from the Italian word *fasces*, meaning a bundle of rods with an axe-blade protruding that signified the authority of magistrates in Imperial Rome. By the 1890s, the word *fascia* was being used in Italy to refer to a political group or band, usually of revolutionary socialists. It was not until Mussolini employed the term to describe the paramilitary armed squads he formed during and after the First World War that *fascismo* acquired a clearly ideological meaning.

7. Feminism

Feminist ideology is defined by two basic beliefs: women are disadvantaged because of their sex; and that this disadvantage can and should be overthrown. In this way, feminists have highlighted what they see as a political relationship between the sexes, the supremacy of men and the subjection of women in most, if not all, societies. In viewing gender divisions as 'political', feminists challenged a 'mobilization of bias' that has traditionally operated within political thought, by which generations of male thinkers, unwilling to examine the privileges and power their sex had enjoyed, had succeeded in keeping the role of women off the political agenda. Nevertheless, feminism has also been characterized by a diversity of views and political positions. The women's movement, for instance, has pursued goals that range from the achievement of female suffrage and an increase in the number of women in elite positions in public life, to the legalization of abortion, and the ending of female circumcision. Similarly, feminists have embraced both revolutionary and reformist political strategies, and feminist theory has both drawn on established political traditions and values, notably liberalism and socialism, and, in the form of radical feminism, rejected conventional political ideas and concepts. However, feminist ideology has long since ceased to be confined to these 'core' traditions, modern feminist thought focusing on new

issues and characterized, generally, by a more radical engagement with the politics of difference.

8. Green Ideology

The most influential of these new parties and the model on which many others such parties were based, was the German Greens (*Die Grünen*), founded in 1980. From this point onwards, the term was adopted more widely, being used to refer, amongst other things, to green philosophy, green politics and green ideology (sometimes called ‘ecologism’, ‘political ecology’ or ‘greenism’). Green ideology is based on the belief that nature is an interconnected whole, embracing human and non-humans, as well as the inanimate world. This has encouraged green thinkers to question (but not necessarily reject) the anthropocentric, or human-centred, assumptions of conventional political ideologies, allowing them to come up with new ideas about, among other things, economics, morality and social organization. Nevertheless, there are different strains and tendencies within green ideology. Some greens are committed to ‘shallow’ ecology (sometimes viewed as environmentalism, as opposed to ecologism), which attempts to harness the lessons of ecology to human ends and needs, and embraces a ‘modernist’ or reformist approach to environmental change. ‘Deep’ ecologists, on the other hand, completely reject any lingering belief that the human species is in some way superior to, or more important than, any other species. Moreover, green ideology has drawn from a variety of other ideologies, notably socialism, anarchism and feminism, thereby acknowledging that the relationship between human kind and nature has an important social dimension. Each of these approaches to the environment offers a different model of the ecologically viable society of the future.

9. Multiculturalism

Although multicultural societies have long existed – examples include the Ottoman empire, which reached its peak in the late sixteenth and early seventeenth centuries, and the USA from the early nineteenth century onwards – the term ‘multiculturalism’ is of relatively recent origin. It was first used in 1965 in Canada to describe a distinctive approach to tackling the issue of cultural diversity. In 1971, multiculturalism, or ‘multiculturalism within a bilingual framework’, was formally adopted as public policy in Canada, providing the basis for the introduction of the Multiculturalism Act in 1988.

Multiculturalism is more an arena for ideological debate than an ideology in its own right. As an arena for debate, it encompasses a range of views about the implications of growing cultural diversity and, in particular, about how cultural difference can be reconciled with civic unity. Its key theme is therefore diversity within unity. A multiculturalist stance implies a positive endorsement of communal diversity, based on the right of different cultural groups to recognition and respect. In this sense, it acknowledges the importance of beliefs, values and ways of life in establishing a sense of self-worth for individuals and groups alike. Distinctive cultures thus deserve to be

protected and strengthened, particularly when they belong to minority or vulnerable groups.

10. Islamist

Islamist ideology is characterized by, among other things, a revolt against the West and all it supposedly stands for. Some commentators, indeed, have gone as far as to suggest that Islamism is a manifestation of a 'civilizational' struggle between Islam and the West. The most controversial feature of Islamism is nevertheless its association with militancy and violence. While not all Islamists send or se violence, a doctrinal basis for militant Islam has been found in the notion of *jihad*, crudely translated as 'holy war', which has, since the 1980s, been taken by some to imply that all Muslims are obliged to support global Islamism, however, has no single creed or political manifestation. Distinctive Sunni and Shia versions of Islamism have developed, the former associated with the related ideas of Wahhabism and Salafism, the latter with Iran's 'Islamic Revolution'.

C. RESEARCH METHODS

1. Research Design

Bryman (1988) assumed that the decision to choose a specific methodology should be based on its suitability to answer the research questions. Denzin and Lincoln (1998) asserted that qualitative research emphasizes the process of discovering how the social meaning is constructed and underlines the relationship between the investigator and the topic studied. Otherwise, the measurement and the analysis of causal relationships between variables are what quantitative research usually studied about. Furthermore, according to Borg & Gall (1989) descriptive studies primarily concerned with finding out "what is" that might be applied to investigate the research questions. Then, Mack (2005) asserted that qualitative method will generate words than numbers, as data for analyzing.

2. Data and Data Source

The source of data of this research is the textual transcript of Barack Obama speech; farewell address at McCormick Place, Chicago on 10th January 2017 with duration 49:52 minutes. The script and the video as the data were taken from the official website of Barack Obama in www.americanrhetoric.com.

The data of this research are in the form of words, clauses, phrases and sentences uttered by Barack Obama in the transcript of the speech. The researcher uses the whole text to explore the linguistics features through Critical Discourse Analysis theory. The first research question is discourse structure that takes several utterances since the researcher has to identify and classify each linguistics features that emerge in the speech. Meanwhile, the data needed for answering the second research question were the entire data since it explores the ideology of Barack Obama speech.

3. Research Instrument

Bogdan and Biklen (1992) confirmed that in doing a qualitative research, the researcher herself is the key instrument. In case of it, the researcher presumably uses herself as the research instrument of this research. As the instrument, the researcher uses *Barack Obama's Farewell Address at Chicago* and several related journals as the previous study to help the researcher in this research.

4. Data Collection Technique

The researcher will take some step in collecting the data, as follows:

1. Finding the data

The data collection techniques will begin with searching and downloading the video and the textual transcript of the speech of Barack Obama from the internet.

2. Reading and verifying the data

The next step in data collection is reading the speech text. This step is carried out by the researcher to ensure the application of the text.

3. Categorizing the data by highlighting

In this step, the researcher categorized the data which is in the form of script. The categorization was divided into two types of analysis instead Microstructure and Macrostructure structure of the text. In the Microstructure, the researcher will categorize the data by underlining and coding it in the simplest abbreviation which are:

- a. SemanticsStyle
- b. SyntaxesStyle
- c. Stylistic Style
- d. Rhetoric Style

5. Data Analysis Technique

After gathering and collecting the data, the researcher will do some steps to analyze the data as follows:

1. Classifying the data that have been collected
2. Describing the data that have been classified
3. Analyzing the data.
4. Making a conclusion

D. FINDINGS AND DISCUSSIONS

There are two research questions that are answered in this section. The first is the microstructure, superstructure and macrostructure of the Critical Discourse Analysis reflected in Barack Obama's speech, the second is the political ideology contained in Barack Obama's speech. There are many serials answers that serve to answer the first research question while answers to the second question is explained by the element of ideology.

1. Political ideology on Barack Obama's speech

This section outlines the findings of political ideology. CDA deals with the often hidden expression of ideologies that are reflected, reinforced and built into everyday and institutional discourse, the concept of ideology is very important. Analysis of the political ideology approach has several ideologies namely, Liberalism, Conservatism, Socialism, Anarchism, Nationalism, Facism, Feminism, Green Ideology, and Multiculturalism. Meanwhile, not all speeches contains all the political parts of ideology. In this speech there are two parts of political ideology that are *Liberalism* and *Socialism*. Liberalism 5 and socialism .

1. Liberalism

The central theme of liberal ideology is commitment to individuals and a desire to build a society where people can satisfy their interests and achieve fulfillment. Liberals believe that humans, first and foremost, individuals, have a reason. This implies that each individual must enjoy the maximum consistent freedom possible with similar freedom for all. The moral and ideological attitude of liberalism is manifested in a commitment to a unique set of values and beliefs. The most important of these are: Individualism, freedom, reason, justice, and tolerance.

These are the examples of data in Barack Obama's public speaking speech text that contain liberalism, as the following:

- *"It's the conviction that we are all created equal, endowed by our Creator with certain unalienable rights, among them life, liberty, and the pursuit of happiness."* (PIp5L)
- *"For blacks and other minority groups, that means tying our own very real struggles for justice to the challenges that a lot of people in this country face -- not only the refugee, or the immigrant, or the rural poor, or the transgender American, but also the middle-aged white guy who, from the outside, may seem like he's got advantages, but has seen his world upended by economic and cultural and technological change. We have to pay attention, and listen."* (PIp32L)
- *"It's that spirit -- a faith in reason, and enterprise, and the primacy of right over might -- that allowed us to resist the lure of fascism and tyranny during the Great Depression; that allowed us to build a post-World War II order with other democracies, an order based not just on military power or national affiliations but built on principles -- the rule of law, human rights, freedom of religion, and speech, and assembly, and an independent press."* (PIp42L)

From the example sentence above the researcher categorizes sentences that contain ideology because you can see for yourself in the theoretical explanation written on chapter II page 23 which is described in Andrew Heywood's book (2017; 27) in his book entitled *Political Ideologies An Introduction* "Moral attitudes and ideology liberalism is manifested in a commitment to a unique set of values and beliefs. The most important of which are; Individualism, freedom, reason, justice, tolerance and from the data above, it is seen that Obama uses certain words that inalienable rights include life, freedom and the pursuit of happiness, justice, reason, and freedom shows the impression that he believes

that every citizen has freedom of thought, opinion and religion and has the same rights.

2. Socialism

Socialism, as an ideology, has traditionally been defined by its opposition to capitalism and attempts to provide more humane and socially valuable alternatives. Socialism is the vision of human beings as social beings united by their common humanity. It highlights the extent to which individual identities are formed by social interaction and membership of social groups and collective bodies. The value of socialism is equality, especially social equality. Socialists believe that social equality is an important guarantee of social stability and cohesion, and that it promotes freedom, in the sense that it meets material needs and provides the basis for personal development.

These are the examples of data in Barack Obama's public speaking speech text that contain socialism, as the following:

- *"democracy does require a basic sense of **solidarity** -- the idea that for all our outward differences, we're all in this together; that we rise or fall as one"* (PIp20S)
- *"And there are no quick fixes to this long-term trend. I agree, our trade should be fair and not just free. But the next wave of economic dislocations won't come from overseas. It will come from the relentless pace of automation that makes a lot of good, middle-class jobs obsolete."* (PIp25S)
- *"For blacks and other minority groups, that means tying our own very real struggles for justice to the challenges that a lot of people in this country face -- not only the refugee, or the immigrant, or the rural poor, or the transgender American, but also the middle-aged white guy who, from the outside, may seem like he's got advantages, but has seen his world upended by economic and cultural and technological change. We have to pay attention, and listen."* (PIp32S)

In the example sentence above the researcher categorizes it as a sentence that contains the ideology of socialism because in chapter II page 23 the explanation quoted in Andrew Heywood's book explains that socialism, as an ideology, has traditionally been defined by its position on capitalism. and efforts to provide more humane alternatives. and social values. The essence of socialism is the vision of humans as social beings united by their common humanity. highlights the extent to which individual identities are shaped by social interactions and membership of social groups and collective bodies. Therefore, socialists prefer cooperation over competition. In the phrase "democracy does require a basic sense of solidarity - the idea that for all our outward differences, we are all in this together; that we rise or fall as one", "should be fair", For blacks and other minority groups , that means tying our own very real struggles for justice to the challenges that a lot of people in this country. "From the data above, it can be seen that Obama wants to emphasize that there are no differences in social structures, namely certain groups, black people, upper middle class, and transgender American. all the same, namely the American people.

E. CONCLUSION

This research was conducted to identify the microstructure, superstructure, and macrostructure as well as what ideology is contained in Barack Obama's public talk. The researcher identified three types of structures using Van Dijk's theory. The first is microstructure, in Barack Obama's speech a semantic microstructure is used which aims to find the meaning of the text in semantic style analysis and there are four main points outlined, namely background and details, meaning, presumption, nominalization. The second is the superstructure. The superstructure of discourse must have a close relationship with the macro structure of discourse. Macro discourse structure describes discourse topic, and discourse structure determines information and supporting sentences for macro structure. This element also explains the function of the specific discourse conveyed in Barack Obama's speech. Lastly is macrostructure. Macro structural elements aim for the fundamental elements needed to analyze text. The basic concept of macro structure is that this structure cannot be determined by every sentence but it is necessary to explore the suitability of the entire text to get the exact point that Barack Obama made. And for ideology. ideology itself has a function, namely for knowledge which can be a basis for understanding and interpreting a meaning or event as well as norms that serve as guidelines and guidelines for someone to step and act. looking at the ideology contained in Barack Obama's speech serves to find out what meaning, principles, basis, direction, and purpose he wants to convey to the people of the United States.

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