

**THE IMPOLITENESS STRATEGIES IN REPUBLICAN PARTY'S
DEBATE OF DONALD TRUMP**



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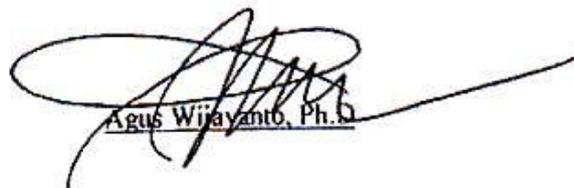
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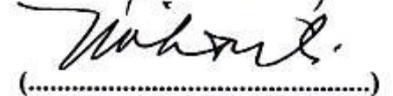
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THE IMPOLITENESS STRATEGIES IN REPUBLICAN'S PARTY DEBATE OF DONALD TRUMP

ABSTRACT

Donald Trump is a US politician that has been successful using impoliteness strategies as a deadly weapon to win in US presidential debate. This research tried to investigate the impoliteness strategies used by Donald Trump and the most frequently strategies used by Donald Trump in GOP Debate Republican President election at Detroit when he faced Senator Marco Rubio, Senator Ted Cruz and Governor John Kasich. This research used descriptive qualitative as a method to cultivate the data. The researcher used impoliteness strategies from Culpeper(1996) to investigate Trump's impoliteness in GOP debate. The research findings are as follows. There are four impoliteness strategies used by Trump. They are bald on record, positive impoliteness, negative impoliteness and sarcasm. The total impoliteness strategies found is 100 data. Senator Marco Rubio is a candidate in debate stage that got the most frequently attack by Donald Trump. He was attacked by violating of the structure of conversation (17) data, condescend (2) data, ridicule (12) data, bald on record (1) data, call the other name (4) data, denied (6) data, disassociate from the other (4) data, use inappropriate identity markers (4) data and seek disagreement (5) data. The total, Trump attacked Senator Marco Rubio (55) time. It means 55% from the total of Trump's attack. From the data above it can be concluded that the impoliteness strategies used by Donald Trump in generally is as follows. There were (4) data 4% of bald on record. That was (1) data 1% of sarcasm. The positive impoliteness found consists of be disinterested (1) data 1%, disassociate from the other (8) data 8%, use inappropriate identity markers (5) data 5%, seek disagreement (5) data 5%, call the other name (6) data 6%, exclude the other from an activity (1) data 1%, denied (9) data 9%, and exclude the other from an activity (1) data 1%. The Total number of positive impoliteness found was (30) data 30%. The negative impoliteness that were found consist of ridicule (28) data 28%, explicitly associate the other with a negative aspect (1) data 1%, violate the structure of conversation (25) data 25%, condescend (3) data 3%, frighten (2) data 2%, be little (1) data 1%. The total number of negative impoliteness found is (60) data 60%. That was sarcasm 1 data 1%. The total impoliteness strategies found were (100) data 100%. The most frequently strategies used by Donald Trump is negative impoliteness.

Kata kunci : Impoliteness strategies, Republican party, Donald Trump

ABSTRAK

Donald Trump adalah seorang politisi Amerika yang berhasil menggunakan teori ketidaksantunan sebagai sebuah senjata mematikan untuk memenangkan debat Presiden Amerika. Penelitian ini berusaha untuk meneliti jenis-jenis teori ketidaksantunan yang digunakan oleh Donald Trump dan jenis teori ketidak

santunan yang paling sering digunakan oleh Donald Trump dalam debate Partai Republik di kota Detroit ketika Trump berhadapan dengan Senator Marco Rubio, Senator Ted Cruz dan Gubernur Jhon Kasick. Penelitian ini menggunakan metode diskriptif kualitatif. Dan peneliti menggunakan teori ketidaksantunan dari Culpeper (1996) untuk menganalisa ketidaksantunan yang dibuat oleh Donald Trump di debat GOP. Hasil penelitian yang telah ditemukan antara lain adalah sebagai berikut. Berdasarkan analisa data, ada empat strategi ketidaksantunan yang dipakai yaitu bald on record, positive impoliteness, negative impoliteness and sarcasm. Jumlah keseluruhan teori ketidaksantunan yang ditemukan adalah 100 data. Senator Marco Rubio adalah kandidat yang paling banyak mendapatkan serangan personal dari Donald Trump. Dia di serang dengan menggunakan violate the structure of conversation (17) data, condescend (2) data, ridicule (12) data, bald on record (1) data, call the other name (4) data, denied (6) data, disassociate from the other (4) data, use inappropriate identity markers (4) data and seek disagreement (5) data. Secara keseluruhan, Trump menyerang Senator Marco Rubio (55) kali. Itu berarti 55% dari jumlah keseluruhan serangan Trump. Dari data diatas bisa disimpulkan bahwa secara umum strategi ketidaksantunan yang dipakai adalah sebagai berikut. Disana ada (4) data 4% of bald on record, (1) data 1% sarcasm. Positive impoliteness yang ditemukan adalah be disinterested (1) data 1%, disassociate from the other (8) data 8%, use inappropriate identity markers (5) data 5%, seek disagreement (5) data 5%, call the other name (6) data 6%, exclude the other from an activity (1) data 1%, denied (9) data 9%, dan exclude the other from an activity (1) data 1%. Jumlah keseluruhan positive impoliteness (30) data 30%. Negative impoliteness yang ditemukan adalah ridicule (28) data 28%, explicitly associate the other with a negative aspect (1) data 1%, violate the structure of conversation (25) data 25%, condescend (3) data 3%, frighten (2) data 2%, be little (1) data 1%. Jumlah keseluruhan negative impoliteness adalah (60) data 60%. Disana ada Sarcasm 1 data 1%. Jumlah total teori ketidaksantunan yang ditemukan adalah (100) data 100%. Teori ketidaksantunan yang paling sering digunakan oleh Donald Trump adalah negative impoliteness.

Key words: Strategi ketidaksantunan, Partai Republik, Donald Trump

1. INTRODUCTION

Impoliteness is something that has been really controversial understood by all people around the world. Many people are debated for a decade and always having different answer to determine the standard of impoliteness. The standard of impoliteness understood in past perhaps can be different with impoliteness which is understood in the present. And in future, the standard of impoliteness also can be understood differently. Impoliteness is associated with using language in inappropriate context which can sound negatively listened by other people. Locher and Watts (2008) argued that impoliteness behavior is

negatively marked behavior. It means somebody is considered impolite if he or she deviate social norms agreed and being applied in society. Terkourafi (2008) stated that impoliteness occurs when the expression used is not conventionalized relative to the context of occurrence; it threatens the addressee's face but no face-threatening intention is attributed to the speaker by the hearer. It means impoliteness occurs when the addressee feels he can lose his face because the speaker attacks him, but the addressee does not do the same to the speaker. The speaker attacks the the face of the listener and the listener just keep quiet. Locher (2008) stated that impoliteness in language is impolite behavior, which is face-aggravating in a particular context. Those are some brief explanation of impoliteness from some experts.

Culture and society influence the standard to determine politeness and impoliteness. American culture and Indonesian culture both are different. A being not polite in Indonesia perhaps is polite in America. As we know values which believed by Indonesian and American society are different. Time passes, modernization, globalization, highly mobilization from all people in the world can influence the culture. This is really possible we have mixed culture in this time. And our society always gradually becomes different every single time. Now we are living in globalization period. The fast growing of sophisticated technology makes the world we live is getting smaller. Sophisticated technology can make somebody to get breakfast in Solo then get lunch in UK, and to get dinner in USA. This is really miracle era where a very fast mobilization from all people around the world is running really fast.

Recently, the head line news that has been the most trending topic all media around the world is USA Presidential election 2016. Something controversial on the stage of USA Presidential election 2016 comes from a candidate of Republican Party namely Donald Trump. As USA President candidate, he looks so different than others candidates on the debate stage. In this race, Donald Trump looks so different than other candidate because as the honorable President candidate, he uses a really vulgar statement to attack other candidate. Donald Trump uses impoliteness as a deadly weapon to destroy

other candidate on debate stage. On the US Presidential debate stage, Trump always used personal attack as a weapon for hammering other candidate. He made a lot of controversial statements that can ignite any conflict in the world. Many people in the world include American citizens worried with Trump said in his campaign. Donald Trump is known as the big dog on the stage of USA Presidential race 2016. He is the most controversial president candidate perhaps in USA history. Trump uses impoliteness to make provocation and to raise the deep anger of USA's citizens. This research investigates impoliteness of Donald Trump in GOP debate. The researcher chooses GOP Republican party debate because Trump used a lot of impolite statements in this debate. The GOP debate was done in Detroit on 3 march 2016. This is one of the most controversial debates in Republican Party. In this debate, we can watch how Trump attacks everyone on the debate stage. Trump deliberately attacked other candidate with personal attack like insult, mocking and ridicule to make them look worst on stage.

Many people predicted Trump will not be elected. According to the researcher Donald Trump is an expert of impoliteness user. It can be proven from his record from underdog to be the top dog on the American presidential race. He was always leading the pole in Republican Party. Donald Trump has changed politic stage becomes entertainment stage that can make people really want to know what is gonna be happening in USA presidential debate stage. He successes making people interest with his way to make debate and making people interest watching him on debate stage. He is able to make impolite statements to be something that can entertain people and make them interest with what he said on stage. He is the only one on stage that can make USA Presidential debate seem like wrestling entertainment, with full of drama and sometime the result is really unpredictable. What Trump did on USA presidential debate stage is straight line with statement from Culpeper (1996) that one of impoliteness function is for entertainment. Culpeper (1996) quoted that entertaining impoliteness as one of function of impoliteness in turn, and entertaining function. According to Culpeper (1996) impoliteness can be used

to entertain people. Donald Trump truly used impoliteness strategies to win in USA politic. The result is he has been the strongest candidate in Republican Party. Seem likes he really understood well how to use impoliteness on television to attract people. Trump can manipulate all of his controversial statements on his campaign and also his controversial statements in his debate became something interesting. His fans and his haters like to watch what he did on debate stage. Trump can make them in suspense. The fact proves, his strategy is really effective. This is proven that now Donald Trump has been the President candidate from Republican Party. He is the nominee of Republican Party. He is goanna face Hilary Clinton, the President candidate from Democratic Party. They face in November to grasp the position as the President of USA. In this case, the researcher makes a research when Trump is facing Marco Rubio, Ted Cruz and John Kasich in GOP debate stage at Detroit.

Controversial is an appropriate word to represent Donald Trump. More controversial thing he makes on politic stage is only makes him more popular. Pro and contra about his politic are coloring his rally campaign in USA presidential race 2016. Trump collapsed many politician experts prediction about him. Some of them are Richard Gutsy a democratic politician, he predicted that Trump would not goanna be elected as the nomine of Republican Party. The 44th USA President Barak Obama quoted, "Trump can not be the President of United Stated of America. Being a President is a really serious job and this is not reality show, Trump's politic is not serious politic". John McCain a senior politician of Republican party, he was known as a US hero in Vietnam war, and he was also the former of President candidate of Republican that was defeated by President Obama in 2008 quoted that Trump is a crazy one. Mitt Romney a former of President Candidate of Republican in 2012 quoted that Trump is the bullying, the greed, the showing off, the misogyny, the absurd, third grade theatrics. Ted Cruz quoted, " if Trump becomes the nominee of Republican and becones US President. That will be disaster for Republican Party and American goverment. Zeid bin Raad a commissioner of

United Nation (UN) for human right quoted that United States President candidate from Republican party namely Donald Trump will be very danger for international concerned if he is elected as the commander chief of USA. It can be seen from Trump's view of minority class and weak group that can be the victim of his policy. United Europe (EU) President parliament, Martin Schulz quoted that Europe does not like if America is being lead by Donald Trump. Australian minister of industry, Christopher Pyne quoted, "Trump's campaign is horrifying". Ken O keefe a politician expert and the former of US marine quoted, 'Trump is the best option for racism'. The Germany foreign minister quoted, "Trump is danger for the world". Robert De Miroan, a Hollywood artist quoted, "Trump is stupid one". Colin Powell quoted, "Trump is a national disaster for United State of America". The Global Time a Chinese news paper called Trump as a talk active clown and the clown has been the big black horse now. From Tehran, Iranian President Hasan Rohani said, "Trump's statements contained of hypocrisy". The Russian President Vladimir Putin quoted, "Trump is really shiny". And Kim Jong Un the north Korea President quoted that Trump is very talented and very wise person so people of USA should vote to him. Although many people hate him and he became really controversial but he has proven that he won in Republican Party nomination and defeat a big name like Jeb Bush, the young brother of President W Bush and the son of President Bush Senior. Indeed, Bush family did not support Trump as the nominee. After he collapsed Jeb Bush in Presidential race 2016 seems Republican nominee has been his mine.

Although Donald Trump is condemned by many people, now Donald Trump has been the nominee to represent the Republican Party. According to the researcher the way he was making debate is really unique. Normally as a candidate of USA President should look good when speech in front of public. Mostly all of the candidate will avoid making controversy and the candidate will make a really beautiful rhetoric to influence USA citizen. But Trump did not do that, he did the opposite of others candidate doing. He made a lot of controversial statement that perhaps would never be used by other candidate

before. He courages to make something different, he courages to dare the main stream. In the early of his campaign, Trump was an underdog. Trump's pole position was under other candidate. He was looked down by other candidates. In that time, no one predict Trump would be the nominee of Republican Party. Trump's storm shocked everyone. One of American newspaper ever wrote, Trump phenomena never happen in USA Presidential election before. This research will never enough to reveal the Trump's phenomena, how a candidate that used much much more impolite sentences can be voted by many of USA citizens and now he becomes the nominee from Republican Party. This research focuses on Donald Trump impolite sentences when he was making debate in Detroit at the March 2016. In this debate he was facing Marco Rubio, Ted Cruz and John Kasich. This research investigates what kind of impoliteness strategy used by Donald Trump in GOP debate and what is the most frequently impoliteness strategy used by Donald Trump when he was successfully hammering other candidates on GOP debate. Perhaps this reseach can reveal one of the most deadly weapons of Donald Trump.

A being compared with any other research done before, the research position is as follow. First of all there are many impoliteness research made by undergraduate and post graduate scholar from any countries across the world. Meanwhile, many researches they made are similar one to other. The researcher has taken some lesson from other researcher by reading their research. This research focuses on impoliteness made by Donald Trump in GOP debate at Detroit. The researcher takes the data from debate. In this debate, the competitors are Donald Trump, Senator Marco Rubio, Senator Ted Cruz and The governor of Ohio John Kasich. Some politic experts said what Trump did in American politic never happen before in US history. How unpredicted person became the strongest candidate in Republican party than become US president. So this is very fascinating to analyze Donald Trump in his debate by using impoliteness strategies from Culpeper (1996).

2. RESEARCH METHOD

The research method is an approach to cultivate the data. To choose an appropriate research method is really important for all of researcher because only with that way the research can run smoothly. With an appropriate method will make the process of cultivate the data drive well. And the result of the research will be accurate and responsible. The researcher uses descriptive qualitative method because in this research the researcher would like to obserb and describe impoliteness utterance that was used by Donald Trump in his debate versus Marco Rubio, Ted Cruz and John Kasich. The researcher would like to describe the impoliteness strategies that Donald Trump used and the most frequently impoliteness strategies that commonly used in his debate. So the proper method to accomplish this research is using descriptive qualitative method.

The subject of this research is a President candidate from Republican party that is known as the most controversial candidate perhaps entire history of Republican. He is known as USA Billionaire and politician joke namely Donald J Trump. The research takes the data from one of Republican Party debate Presidential election 2016 that was held on 3 march 2015 in Detroit. The President candidates that were surviving in that time were Donald Trump, Marco Rubio, Ted Cruz and John Kasich. The data of this research are Donald Trump's sentences that contained impoliteness. To collect the data the researcher used documentation.

3. RESULT

Based on the analysis, this was found that impoliteness strategies used in the debate of Donald Trump versus Senator Ted Cruz, Senator Marco Rubio and Governor John Kasich include bald on record, positive impoliteness, negative impoliteness and sarcasm. This study did not find withhold politeness in Trump's debate. In this debate, Trump used impoliteness not only to attack

people on debate stage but also he used impoliteness to attack other people outside of the debate stage.

The total impoliteness strategies found is 100 data. For more detail , the using of the strategies and people who became the target of Trump's attack in GOP debate is as follows. Mitt. Romney was attacked with bald on record (2) data, disinterest (1) data, ridicule (4) data. Total Trump attacked Mitt. Romney (7) time ,it means 7% from the total of Trump's attack. Barak Obama was attacked with ridicule (1) time, it means 1% from the total of Trump's attack. The moderator was attacked with ridicule (1) data, violate the structure of conversation (3) data and disassociate from the other (3) data. Trump attacked the moderator (7) time, it means 7% from the total of Trump's attack. Trump's haters were attacked with disassociate from the other (1) data. It means 1% from the total of Trump's attack. The klu klak klan was attacked with denied (1) data. It means 1% from the total of Trump's attack. Mexico, Japan and China were attacked with explicitly associate the other with a negative aspect (1) data. Trump just attacked them (1) time, it means 1% from the total of Trump's attack. Hillary Clinton was attacked with condescend (1) data, and be little (1) data. Trump attacked Hillary (2) time, it means 2% from the total of Trump's attack. US Citizens were attacked with frighten (1) data. Trump attacked US citizens (1) time, it means 1% from the total of Trump's attack. US border with Mexico was attacked with ridicule (1) data. It means 1% from the total of Trump's attack. Mexican illegal immigration was attacked with frighten (1) data. It means 1% from the total of Trump's attack. The US Military was attacked with exclude the other from an activity (1) data. It means 1% from the total of Trump's attack. The US enemies in Middle East were attacked with call the other name (1) data and sarcasm (1) data. Trump attacked them (2) time. It means 2% from the total of Trump's attack. Snowden was attacked with bald on record (1) data. It means 1% from the total of Trump's attack.

The candidates in debate stage who attacked by Trump are as follows. John Kasich was attacked with violate the structure of conversation (1) data

and ridicule (1) data. Trump attacked John Kasich (2) time, it means 2% from the total of Trump's attack. Senator Ted Cruz was attacked with ridicule (8) data, violate the structure of conversation (4) data, ignore (2) data, call the other name (1) data and use inappropriate identity markers (1) data. Trump attacked Senator Ted Cruz (16) time, it means 16% from the total of Trump's attack. And Senator Marco Rubio was attacked with violate the structure of conversation (17) data, condescend (2) data, ridicule (12) data, bald on record (1) data, call the other name (4) data, denied (6) data, disassociate from the other (4) data, use inappropriate identity markers (4) data and seek disagreement (5) data. Trump attacked Senator Marco Rubio (55) time. It means 55% from the total of Trump's attack. From the data above can be concluded that Senator Marco Rubio is the candidate that most frequently got attack from Donald Trump. He got (55) attacks, it means more than half of Trump's attacked was targeted to him.

From the data above can be concluded that the impoliteness strategies used by Donald Trump is as follows. There were (4) data 4% of bald on record. That was (1) data 1% of sarcasm. The positive impoliteness found consist of be disinterested (1) data 1%, disassociate from the other (8) data 8%, use inappropriate identity markers (5) data 5%, seek disagreement (5) data 5%, call the other name (6) data 6%,), exclude the other from an activity (1) data 1%, denied (9) data 9%, and exclude the other from an activity (1) data 1%. The Total number of positive impoliteness found was (30) data 30%. The negative impoliteness that were found consist of ridicule (28) data 28%, explicitly associate the other with a negative aspect (1) data 1%, violate the structure of conversation (25) data 25%, condescend (3) data 3%, frighten (2) data 2%, be little (1) data 1%. The total number of negative impoliteness found is (60) data 60%. That was sarcasm 1 data 1%. The total impoliteness strategies found was (100) data 100%.

According to the researcher, Donald Trump was the real master of impoliteness. It could be proven that he successes in US presidential race. Trump was the only candidate that could make American presidential debate

stage being liked wrestling entertainment with his impolite and controversial statements in his debate. This was straight line with Jonathan Culpeper theory that one of function of impoliteness was to entertain people. Trump did not only attack his competitor but more than that Trump entertained the audience with his impolite statements that he made for hammering other candidate and he used impoliteness statement also to escape from worst attack from his competitor. People who watched Trump when he made debate would be presented a drama in US presidential race. They would watch how a bad guy beat a hero. Looked, all candidate in US president race except Trump, they used really good rhetoric. They used very polite rhetoric, they avoid to make controversial statements. They convinced USA citizen to give their vote to them. But Trump did the opposite. He did something different with other candidate and he beat all of them.

Trump used impoliteness for hammering Marco Rubio, Ted Cruz and John Kasich. Trump could make his attack looked interesting being watched by the viewers. Trump could make a politic joke in debate using impoliteness that could make the audience just lought. Trump's attacks are interesting to be over watched some of them as follow. The first one is in this part, when the moderator Wallack brought Mitt.Romney's request. Mitt. Romney predicted Trump's domestic policy would make recession and Trump's foreign policy would make USA less safe. Mitt. Romney challenged Trump to give serious answer of his question and not insult. For hammering Mitt.Romney, Trump did not answer Mitt. Romney's question. Trump instead attacked Mitt. Romney as failed candidate that only embarrass Republican party and could not beat President Obama. Trump also accused Mitt. Romney wanted to back to the race. Trump said, *'So, I don't take that*. This is quite clear that Trump used one of impoliteness strategy namely positive impoliteness to keep his face from Mitt.Romney's attack. More than that, Trump also countered Mitt.Romney with his statements to give personal attack to Mitt. Romney. Trump showed disinterest to Mitt.Romney's question. Trump did not give serious answer of

Mitt. Romney's question but Trump only made personal attack to Mitt. Romney.

The research findings that were found by the researcher is in line with the research findings were found by Karin K and Ika Putri (2013). They studied impoliteness in Simon Cowell's utterances in The X Factor USA Reality Show. In short, Simon Cowell as one of the judge of The X Factor USA Reality Show used impoliteness to make drama in the show. When the singers did not sing well or they made a mistake in their song Simon will be no doubt to insult, mocking, ridicule the singers. Some of the singers who did not have strong mentality were crying on the stage. Simon mocked them in front of the audiences. What Simon did was really controversial. Pro and contra about what Simon did coloring The X Factor Reality Show. Mostly all of the viewers of The X Factor always waited for Simon comment to the singers, the viewers really want to know what Simon's opinion about the singer and what Simon would say to the singers. When Simon gave his comment to the singer, the viewers were presented the drama on stage, the viewers could feel the tension on the stage like they could feel what the singer feel on stage. Simon sometime made the singer cried and some of the supporters of the artist also cried when they watched how Simon insulted the artist so badly. Something awesome is although Simon's action was really impolite but the viewers of The X Factor always waited for Simon's comment. The viewers always got suspense of that. Simon became so controversial on the stage of The X Factor but what Simon did just made The X Factor Reality Show became so very very popular in the world. Seem liked if Simon did not sit on the chair of The X Factor stage as the judge, the viewers would lost the drama on the stage liked nothing interesting there. Simon's impoliteness comment on The X Factor stage made the show became so very very popular. Those evidences proved that impoliteness when being used on television would make the program so controversial. Because the program was controversial many people would talk about the program. And commonly media also would report the program massively on news paper and on television program. Something controversial is really easy to be talked by

many people. Based on that, somebody that made a controversial will be easy to be talked by many people. What Simon did and what Trump did were similar. They did impoliteness on the television stage. The viewers watched television, they watched what Simon and Trump did on the stage. People became pro and contra about them and always talked about them so they became popular of that, although they were talked negatively by people. It means that controversial or used impoliteness properly on television stage could make the show became so popular because if somebody can use impoliteness properly that can entertain people. And Mostly people as the viewers of television liked to watch drama on stage or on television program.

4. CONCLUSION

Based on the research finding and the research discussion, the researcher would like to conclude as follows.

- a. There were four impoliteness strategies used by Donald Trump in GOP debate at Detroit when he faced Senator Marco Rubio, Senator Ted Cruz and Ohio Governor John Kasich. The impoliteness strategies were found as follows. The total impoliteness strategies found is 100 data. For more detail, the using of the strategies and people who became the target of Trump's attack in GOP debate is as follows. Mitt. Romney was attacked with bald on record (2) data, disinterest (1) data, ridicule (4) data. Total Trump attacked Mitt. Romney (7) time it means 7% from the total of Trump's attack. Barak Obama was attacked with ridicule (1) time, it means 1% from the total of Trump's attack. The moderator was attacked with ridicule (1) data, violate the structure of conversation (3) data and disassociate from the other (3) data. Trump attacked the moderator (7) time, it means 7% from the total of Trump's attack. Trump's haters were attacked with disassociate from the other (1) data. It means 1% from the total of Trump's attack. The klu klak klan was attacked with denied (1) data. It means 1% from the total of Trump's attack. Mexico, Japan and China were attacked with explicitly associate the other with a negative

aspect (1) data. Trump just attacked them (1) time, it means 1% from the total of Trump's attack. Hillary Clinton was attacked with condescend (1) data, and be little (1) data. Trump attacked Hillary (2) time, it means 2% from the total of Trump's attack. US Citizens were attacked with frighten (1) data. Trump attacked US citizens (1) time, it means 1% from the total of Trump's attack. US border with Mexico was attacked with ridicule (1) data. It means 1% from the total of Trump's attack. Mexican illegal immigration was attacked with frighten (1) data. It means 1% from the total of Trump's attack. The US Military was attacked with exclude the other from an activity (1) data. It means 1% from the total of Trump's attack. The US enemies in Middle East were attacked with call the other name (1) data and sarcasm (1) data. Trump attacked them (2) time. It means 2% from the total of Trump's attack. Snowden was attacked with bald on record (1) data. It means 1% from the total of Trump's attack. The candidates in debate stage who attacked by Trump are as follows. John Kasich was attacked with violate the structure of conversation (1) data and ridicule (1) data. Trump attacked John Kasich (2) time, it means 2% from the total of Trump's attack. Senator Ted Cruz was attacked with ridicule (8) data, violate the structure of conversation (4) data, ignore (2) data, call the other name (1) data and use inappropriate identity markers (1) data. Trump attacked Senator Ted Cruz (16) time, it means 16% from the total of Trump's attack. And Senator Marco Rubio was attacked with violate the structure of conversation (17) data, condescend (2) data, ridicule (12) data, bald on record (1) data, call the other name (4) data, denied (6) data, disassociate from the other (4) data, use inappropriate identity markers (4) data and seek disagreement (5) data. Trump attacked Senator Marco Rubio (55) time. It means 55% from the total of Trump's attack. From the data above can be concluded that Senator Marco Rubio is the candidate that most frequently got attack from Donald Trump. He got (55) attacks, it means more than half of Trump's attacked was targeted to him.

- b. From the data above can be concluded that the impoliteness strategies used by Donald Trump in generally is as follows. There were (4) data 4% of bald on record. That was (1) data 1% of sarcasm. The positive impoliteness found consist of be disinterested (1) data 1%, disassociate from the other (8) data 8%, use inappropriate identity markers (5) data 5%, seek disagreement (5) data 5%, call the other name (6) data 6%, exclude the other from an activity (1) data 1%, denied (9) data 9%, and exclude the other from an activity (1) data 1%. The Total number of positive impoliteness found were (30) data 30%. The negative impoliteness that were found consist of ridicule (28) data 28%, explicitly associate the other with a negative aspect (1) data 1%, violate the structure of conversation (25) data 25%, condescend (3) data 3%, frighten (2) data 2%, be little (1) data 1%. Total number of negative impoliteness found are (60) data 60%. That was sarcasm 1 data 1%. Total impoliteness strategies found were (100) data 100%.
- c. Senator Marco Rubio is a candidate in debate stage who got the most frequently attack from Donald Trump/. Senator Marco Rubio was attacked 55 time by Donald Trump. Senator Marco Rubio was attacked with violate the structure of conversation (17) data, condescend (2) data, ridicule (12) data, bald on record (1) data, call the other name (4) data, denied (6) data, disassociate from the other (4) data, use inappropriate identity markers (4) data and seek disagreement (5) data.
- d. The most frequently impoliteness strategies used by Donald Trump in this debate was negative impoliteness (60) data. And the less strategies used by Trump was Sarcasm with(1)data(1%) .The data revealed that the most frequently impoliteness strategies used by Trump as one of his deathly weapon for winning USA's President Election debate was negative impoliteness. Negative impoliteness used by Trump consists of ridicule (28) data (28%), violate the structure of conversation (25) data (25%), condescend (3) data (3%), frighten (2) data(2%), be little (1) data (1%).

The total negative impoliteness found is (60) data or (60%) from Trump's total attack .

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