

CHAPTER I

INTRODUCTION

1.1. Background of Study

Leaders for a country are selected through the process of presidential elections. In establishing a democratic nation, presidential elections are considered crucial in democratic countries. By choosing leaders based on their preferences, democratic rights can be exercised by the public through presidential elections. The important requirement of creating a democratic country is the implementation of elections.

Democracy is pioneered by the United States, a country experienced in conducting fair, open, and periodic presidential elections. At the federal, state, and local levels, the election process in modern America is conducted through a voting system known as the Electoral College. The right to vote is ensured for all American citizens aged 18 and above by the United States government. Since the 18th century, presidential elections have been held in America when the democratic election system was still in its early stages. The long journey of American presidential elections is made an interesting topic to study in political education by the current democratic system.

In 2020, a presidential election was held in the United States, which gained global attention as a superpower. However, significant challenges were faced by the presidential election due to the COVID-19 pandemic that affected the world, including the United States. Nevertheless, efforts were made by the U.S. government to hold the presidential election while striving to recover from the COVID-19 pandemic.

In the 2020 presidential election, the position of President of the United States was competed for by Donald Trump and Joe Biden. Donald Trump, a former President of the United States who had defeated Hillary Clinton, faced Joe Biden, who had a political background as the former Vice President under Barack Obama.

With different political experiences, the hearts of the American people were competed for by them to occupy the position of President of the United States in 2020. Although he had served as a president and a businessman, Trump's character was considered inadequate as taxes had not been paid by him to the country. During his presidency, Trump was known as a highly controversial figure who often made negative comments about the U.S. government and was also seen as a racist due to his tendency to belittle minority groups. In contrast to the controversial Trump, his political opponent in the 2020 presidential election, Joseph Robinette Biden Jr., was known for a polite character and sufficient political experience in the United States. Biden, a politician and lawyer, had been an active member of the Democratic Party since being elected as a member of the New Castle County Council in 1970.

The U.S. presidential election held on November 3, 2020, became a matter of global attention when two political parties were involved in a highly competitive election, with Republican President Donald Trump and Democrat Joe Biden having the same goal. The implementation of this election was eagerly awaited by Joe Biden supporters as the President of the United States, and 306 electoral votes were obtained by Biden, defeating Donald Trump, who only received 232 electoral votes.

Biden's victory in the presidential election was related to an effective characteristic of the political communication, such as message policies, emotion and empathy, emphasis on leadership, collaboration with democratic parties, and the use of social media. The use of social media as an alternative for political campaigning in 2020 posed challenges to campaign activities. However, a positive impact on American society was had by this as it not only protected them from COVID-19 but also allowed various segments of the population to get to know the presidential candidate via social media. However, although Biden's campaign has ended, specific research has not been conducted to explore the characteristics of the political communication used by Joe Biden in the 2020 presidential election on YouTube videos.

Based on the background above, the characteristics of Joe Biden's political communication in campaign speeches through YouTube as a social media platform are interesting to be analyzed. This study is considered important because a better

understanding of the role of communication and linguistic aspects of the English language during political campaigns and the utilization of digital media as a means of communication can be provided by its analysis.

1.2. Formulation of the Problem

Based on the background explained above, the research problems can be formulated as follows:

1. What are the characteristics of political communication used by Joe Biden in influencing voters' perception during the 2020 Presidential election?
2. How are the linguistic aspects of Joe Biden's campaign speeches during the 2020 Presidential election?

1.3. Scope and Limitation of the Problem

The scope and limitations of the problem are below:

1. Scope

The scope of the study was focused on analyzing the characteristics of the political communication used by Joe Biden in the 2020 presidential election on youtube videos Specifically, his use of YouTube as a means of communication during the political campaign was analyzed. Furthermore, the role of communication and linguistic aspects, particularly the English language, in political campaigns was delved into.

2. Limitation of the Problem

The focus of the study is the analysis of 5 videos of Joe Biden in his campaign speeches on YouTube, with a primary emphasis on the characteristics of the political communication and linguistic aspects of Joe Biden campaign speeches delivered in the English language. Specifically, the study analyzes Joe Biden use of YouTube as a social media platform for communication.

1.4. Purpose of Study

The purpose of this study is as follows:

1. To know what are the characteristics of political communication used by Joe Biden in influencing voters' perception during the 2020 Presidential election.
2. To know how are the linguistic aspects certain Joe Biden's campaign speeches during the 2020 Presidential election.

1.5. Significance of Study

1. Theoretically

This study is expected to provide an understanding of the advancement of knowledge in the field of politics, specifically in the study of the characteristics of the political communication used by Joe Biden in the 2020 presidential election on youtube videos.

2. Academically

Academically, this study is expected to add data, references, and information media. An analysis characteristics of political communication used by Joe Biden can provide student in this study program with insight into how English language skills can be applied in to context of effective political communication. This study can help students understand the use of language in designing persuasive message, relevant to business and professional contexts for the English for Business and Professional Communication study program.

3. Practically

The results of this study are expected to contribute to the advancement of scientific knowledge for those interested in conducting further in-depth studies on the characteristics of the political communication used by Joe Biden in the 2020 presidential election on youtube videos.