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Interpersonal Meaning Analysis of Donald Trump's Remarks on COVID-19 Outbreak

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Abstract

This study is conducted to reveal the types of mood, speech function realizations, and the persuasion strategies applied to Donald Trump's clauses in his three remarks regarding the issue of COVID-19. Discourse analysis is applied to analyze the data. The applied mood types and speech function realizations are then correlated with Cialdini's principles of persuasion to see the persuasion principles applied in the three remarks. The results show that the President's three remarks are dominated by declarative mood with three most frequently used speech functions: statements of fact, statements of opinion, and statements of the assertion. In terms of Cialdini's persuasion principles, the speaker uses all of the six principles in his three remarks, except the principle of preference employed only in the third remark. The other five principles, namely authority, consistency, social-evidence, reciprocity, and rareness/scarcity, are contained in the three remarks with their persuasive purposes. In Cialdini's persuasion principles, the clauses used by President Trump reveal the strategies of taking advantage of his powerful authority in his remarks, showing his consistency while delivering the remarks, expressing his best efforts for his inhabitants, and showing successful evidence in overcoming the pandemic compared with other countries' endeavors.

Keywords: COVID-19, interpersonal meaning, SFL mood system, Cialdini's persuasion principle

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1. Introduction

At the end of 2019, an outbreak of a virus, later on, called 2019-nCoV (COVID-19), was detected in Wuhan, Hubei province, China (Su et al., 2020). The virus spread so fast across the globe to more than 100 countries in almost all hemispheres and became a pandemic (Su et al., 2020). One of the countries that suffered severely was the United States of America. The situation made President Trump take crucial actions in overcoming the pandemic. Through official remarks and speeches, he delivered the government's policies in overcoming the spread of the virus.

The remarks were delivered on a formal and official occasion. President Trump's remarks had a persuasive force since they were mainly intended to convince the people to do something to tackle the ongoing pandemic. A persuasive speech is a public speech delivered to persuade and convince the audience that the speaker's opinion on a particular topic is the right one. It mainly functions to get the listeners persuaded and, finally, convinced about the speech's subject issues (Fanani et al., 2020). As a matter of fact, on several occasions and issues, President Trump frequently asserts his remarks both persuasively and controversially (Amarinthnukrowh, 2019; Fanani et al., 2020; Olimat, 2020), and his remarks on COVID-19 are no exception.

This current study focuses on the grammar of President Trump's clauses in his remarks and speeches. Grammar is regarded as a vital aspect of a persuasive speech (Power, 1998). One's grammatical choice in a persuasive speech can reveal his/her techniques in persuading the audience. As mentioned earlier, the grammatical analysis of President Trump's remarks needs to do. The primary concern of this paper is to answer two research questions: (1) What are the mood types and the speech-function realizations of President Trump's clauses, and (2) How do the mood types and speech function realizations of the clauses reflect the persuasion strategies utilized by President Trump in his three remarks.

2. Literature Review

2.1. Mood system in systemic functional linguistics

Hallidayan Systemic Functional Linguistics (SFL) is one of the leading instruments to analyze grammatical patterns because of its relationship with mood

system or interpersonal meaning, in which language is employed regarding the correlation with other people (Fanani et al., 2020). SFL is usually called a text-based theory of language developed mainly by M.A.K Halliday in the United Kingdom during the 1960s and later in Australia. It concerns the use of language in social contexts to attain particular goals. For this rationale, the language function (what it is used for) in SFL is more salient than the language structure (how it is composed).

Halliday (2014) claims that the mood system closely corresponds to the language of persuasion as a clause mood implies the speaker's viewpoints of the conditions on what the sentence illustrates. How the speaker/writer expresses, his/her intentions are distinctive in terms of the mood system. The imperative mood is utilized when the speaker/writer desires something to happen. Conversely, indicative mood is applied when the speaker/writer wants to convince that something is the case. The speaker's/writer's attitudes towards something will then influence the effectiveness of persuasion.

According to Hallidayan's perspective, the level of a clause is used to determine the language used to relate with others, negotiate interactions, and convey attitudes and opinions (Halliday, 2014). The clause may be in the form of a proposal or functional proposition to question or inform, make offers or give orders, and reveal our attitudes and judgments towards people we are handling and circumstances we are discussing (Eggins, 2004; Halliday, 2014). The mood system is divided into two key terms, namely imperative and indicative (Eggins, 2004; Halliday, 2014). The imperative clause deals with the action or performance to provide services or negotiate a proposal, whereas the indicative clause deals with the information exchange or negotiating a proposition.

The studies about persuasive strategies that were used to convince and persuade the listeners in a speech or discourse had been conducted previously by several researchers (e.g., Alemi et al., 2018; Amarinthnukrowh, 2019; Feng & Liu, 2010; Ismail et al., 2020; Kim, 2016; Mohan, 2014; Povolná, 2018; Olimat, 2020). Nevertheless, a large number of the analyses focus merely on the mood types and pronoun analyses. For example, Feng and Liu (2010) carried out a study exploring interpersonal meaning with a focus on mood, personal pronouns in the pronoun system, modal auxiliary, and tense shift. They utilized an opening speech delivered by President Obama to commemorate his first 100th day working at a news conference. The result showed that Obama made full use of

different devices to attain interpersonal meaning in his speech to achieve his purposes. They figured out that by applying declarative mood. Obama took the role of deliverer and information processor, which served the news conference aim; by using diverse modal auxiliary.

Obama presented his attitudes and opinions on issues, which could influence the belief and attitude of the audiences and American people; by applying different personal pronouns, through the use of "we," Obama established an intimate relationship to gain support from the people; by using diverse tenses, Obama was able to notify people the present condition, recall the past 100 days, as well as deliver his confidence in the future. Through these elucidations, the speaker seemed obvious to exploit the language to the uttermost to attain the interpersonal meaning in the interaction. However, they did not explain how the mood system elements affected the persuasiveness of the speech in this study.

2.2. Cialdini's principles of persuasion

Cialdini (2009) proposes six principles of persuasion: authority, consistency, preference, reciprocity, social-evidence, and rareness/scarcity. Authority is one of the principles when a legitimate authority constructs a request. Consequently, people are inclined to believe and follow the request. People will be more likely to obey and listen to a person who has the authority than one who does not have it (Fanani, 2020). In everyday life, the principle of authority is often applied. For example, a doctor in convincing his patients often uses white coats as a form of authority. Police or soldiers use their uniforms to increase their dignity in front of others so that what they say can be more accepted and believed to be accurate.

Cialdini (2009) asserts that human beings tend to be consistent and value consistency in others. Consistency is also known as commitment, with a principle that people need to be perceived as consistent and to fulfill their commitments. People are more likely to do things if they commit to doing it by agreeing orally or in written forms. From the persuasion point of view, when a person has 'tasted' something, there is a chance that he will do the same in the future. That is why many companies often create free promos in order to make potential customers familiar with their products.

The preference (liking) principle is employed by making an agreement or communication among people who own the speaker's same preferences or

interpretations. Regarding this, people tend to collaborate and support the decisions proposed by the speaker. Hence, they will say 'yes' to anything spoken by a person they like. In advertising, this principle is often used in marketing a product. Many advertisements feature celebrities or famous stars as an attraction. The more consumers like them, the more likely they will buy the products they offer.

The principle of reciprocity argues that people are wired to return courtesies and pay back debts. In other words, they tend to treat others as they have treated them. This will lead them to feel obliged to proffer concessions to those who have treated them well. This is due to a feeling in which people feel uneasy being indebted to others.

Social-evidence is also called a consensus principle. It influences peoples' decisions by telling them that anyone else, maybe their role model, has observed the behavior. It occurs when people do not know how to behave; they will look for others' actions to guide their actions. As a result, people will do as other people do. Humans are social creatures who tend to follow social norms. This means that when someone makes a decision, he will first look at what other people are doing. Because of this, many advertisements say that many other people use the product. For example, an ad says, "according to a survey, 9 out of 10 people like this product!"

The last principle is rareness/scarcity, which is considered a compelling principle and works on the value people attach to things. It means that when something is scarce, then people will value it more than ever. The less the thing is, the more valuable it becomes since more people want to have it. In advertising, this principle is widely used. For example, "Get it immediately, only three seats left at this price." A sense of scarcity puts psychological stress on the reader. They are expected to act immediately (buy products) for fear of losing a valuable opportunity.

3. Methodology

A discourse analysis was applied in this study using the document technique. The Hallidayan interpersonal meaning was applied to reveal the mood types and the patterns of SFL applied by President Trump. Besides, Cialdini's persuasion principles were applied to reveal the President's persuasion strategies, as reflected

by the mood types and the speech function realization by the speaker in his speech. The data were taken from www.whitehouse.gov, which consisted of remarks and speeches from President Trump and some of his staff regarding the COVID-19 issue.

From the website, three remarks were analyzed. The first remark was delivered on March 13, 2020, to announce a national emergency officially. The second remark was delivered on March 18, 2020, to brief nurses on the COVID-19 response. The third remark was delivered on April 16, 2020, to give the latest update on the COVID-19 response.

The data were the clauses constructing the remarks, as the focus of analysis in the SFL study is clause analysis. To get the clauses, each remark was broken down into sentences. The sentences were then broken down into clauses. A straightforward sentence was counted as one clause. One complex sentence was also counted as one clause as it consists of only one main clause. However, the compound sentences were treated differently. They were counted following how many main clauses construct the sentence. For example, one compound sentence that consists of two main clauses was counted as two clauses.

All of the collected clauses were then analyzed to identify the mood types and their speech function realizations. The discussion was subsequently focused on how the findings (the mood types and speech function realizations) reflect President Trump's persuasion strategies.

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4. Results

4.1. Mood types and speech-function realizations

The mood types and speech function realizations of each clause from the first up to the third remarks of Donald Trumps were presented in the following tables. Each relevant remark is also presented in a separate table. Each table illustrates the mood types and speech function realizations. Remarks justifications were also properly addressed to strengthen the underlined remarks.

Table 1.

The Mood Type and Speech-Function Realizations of Each Clause in the First Remark

Mood Type	Speech Function Realization	Number of clauses	Technique	Example
Declarative	Statement of inclination	7	Asserting an intention of doing something	Clause 1.03
	Statement of opinion	19	Presenting an evaluative opinion	Clause 1.06
	Statement of assertion	17	Asserting a commitment	Clause 1.11
		4	Asserting a gratitude	Clause 1.70
	Statement of fact	19	Presenting a general fact	Clause 1.08
		18	Presenting a past fact	Clause 1.12
		12	Presenting a present fact	Clause 1.14
		2	Asserting an appreciation	Clause 1.16
		3	Affirming a decision	Clause 1.24
		4	Asserting a command	Clause 1.27
		5	Asserting an expectation	Clause 1.68
Total		110		

Table 1 shows the mood types and each main clause's speech function realizations presented in the first remark. From the table, all of the main clauses (110) are composed in a declarative mood. In President Trump's first remark, the declarative mood is primarily used to interchange information with the audiences. In this case, they are employed to construct statements that have four different functions: statement of inclination (7 clauses), statement of opinion (19 clauses), statement of assertion (21 clauses), and statement of fact (63 clauses).

In the statement of inclination from declarative moods, one technique is applied by the speaker, which is asserting an intention of doing something. It is used to assert the speaker's intention of doing something, as in the example where the statement 'I would like to provide an update …' means that the speaker intends to give some new information to the American people. In the statement of opinion, one technique is utilized by the speaker, which is presenting an

evaluative opinion. It can be seen from the example 'when you compare …, it is pretty incredible'. Next, in the statement of assertion, two techniques are used by the speaker. First is a technique of asserting a commitment. It is a technique to show a commitment that the speaker will do. As in the example 'but through …, we will overcome the threat of the virus'. This utterance implies the speaker's strong will as a commitment to do something in the future. The second is a technique of asserting gratitude. It is reflected in the example 'I want to thank Roche …for their incredible work'.

Whereas, in the statement of fact, the speaker applies seven techniques consist of presenting a general fact, presenting a past fact, presenting a present fact, asserting an appreciation, affirming a decision, asserting a command, and asserting an expectation. In presenting a general fact, the example is 'And, as you know, Europe was just designated …'. In this context, the speaker presents a general fact about an issue that has spread nationwide, and most people have realized it. In presenting a past fact, the speaker gives a fact that has occurred in the past. As in the example, 'I also announced Wednesday night that …'. In presenting a present fact, the speaker provides a fact that is happening in the present day as reflected in the example 'As the World Health Organization confirmed today, …'. In asserting an appreciation, the example taken is 'I appreciate a number of the folks behind me,' in which the speaker wants to give his appreciation to people who have a significant role in handling the issue. In affirming a decision, the speaker declares an important decision that he has made for the entire U.S. citizens. This expression can be seen in the utterance 'to unleash …, today I am officially declaring a national emergency. In asserting a command, the speaker intends to emphasize his command to be done as soon as possible. It is reflected in the clause I am urging every state to set up …'. Lastly, in asserting an expectation, the speaker reveals his expectation of becoming real in his remark. As in the example, 'we therefore expect …'.

The second part illustrated the results of mood types and speech function realizations from the second remark. The results of the second remarks analysis with the same categories were presented in Table 2.

Table 2

The Mood Type and Speech-Function Realizations of Each Clause in the Second Remark

Mood Type	Speech Function Realization	Number of clauses	Technique	Example
Declarative	Statement of assertion	6	Asserting a gratitude	Clause 2.01
		4	Asserting a conviction	Clause 2.03
		1	Asserting an expectation	Clause 2.06
		1	Asserting a declaration	Clause 2.12
		1	Asserting a necessity	Clause 2.31
		1	Asserting a command	Clause 2.15
	Statement of opinion	9	Presenting an opinion	Clause 2.05
	Statement of fact	19	Presenting a present fact	Clause 2.11
		1	Presenting a general fact	Clause 2.24
	Statement of inclination	4	Asserting a request to do something	Clause 2.13
		2	Asserting an intention of doing something	Clause 2.37
Interrogative	Indirect directive	1	Asking "who would think of something while something is in a certain situation?"	Clause 2.27
		1	Asking, "what will you probably say?"	Clause 2.53
Total		50		

Table 2 shows the mood types and each main clause's speech function realizations that are presented in the second remark. From the table, 48 main clauses are composed in a declarative mood, while two other main clauses are composed in an interrogative mood. In President Trump's second remark, declarative and interrogative moods are implemented. Nevertheless, declarative mood dominates the clauses in this remark. The declarative mood is utilized to interchange information with the audiences. In this case, they are employed to construct statements that have four different functions: statement of assertion (14 clauses), statement of opinion (9 clauses), statement of fact (20 clauses), and statement of inclination (6 clauses).

In the statement of assertion, six techniques are used by the speaker. In the first technique, asserting gratitude is used to show his gratitude to nurses on the frontlines to overcome the global pandemic. It is shown in the utterance 'and today … and express our gratitude for those on the frontlines in our war against the global pandemic'. The second technique used is asserting a conviction in which the speaker asserts his strong belief in something. As in the example, he said that we would win', which means that he remarkably believes that the country will win against the virus. In the third technique, asserting an expectation reveals the speaker's expectation of something to happen. As in the example, 'we hope it is going to go quickly, he expects that the pandemic will soon vanish. The next technique is applied to show that the President has declared something important for the inhabitants. An example of this technique is 'I declared a state of national emergency …'. The fifth technique asserts a necessity in which the speaker utters a necessity of something that the American people should do. This can be seen in the clause 'as we all know; we must make shared sacrifices.'. The last technique is asserting a command which is used to present the speaker's command towards something. He said that 'we are urging hospitals to …' which means that he commands hospitals to do a critical action.

In the statement of opinion, the speaker employs one technique that is presenting an opinion. It can be seen from a question of when, and I think it is going to go quickly. Next, in the statement of fact, the speaker makes use of two techniques. The first presents a present fact in which he provides a fact that is happening in the present day as reflected in the example 'we are using the full …'. He explains the actions being executed just now by the government. For the second technique, presenting a general fact is implemented by the speaker to present a general fact about an issue that most people have known. It can be seen in the sentence 'American manufacturers are repurposing factories.'.

In a statement of inclination, two techniques are utilized in this second remark. Asserting a request to do something is the first technique used to show the speaker's request to people to do something as he wishes. The example 'I asked states to set up …' reveals that he wants states to do crucial actions to deal with the current issue. Meanwhile, asserting an intention of doing something is the second technique used to show the speaker's intention to do something in his remark. As shown in the clause ', I would go around the room and …'.

Moreover, in some instances, the speaker also uses an interrogative mood in his

speech. There are two clauses presented in this mood. First, as shown in the example 'who would think that?', the speaker asks a reflective question for the audiences to think about something in which the situation has not supported the questions existing. The second clause is 'Mike, do you have anything to say?'. It implies the speaker's indirect command to Mike to say something at the conference.

The third part illustrated the same mood types and speech function realizations from the third remark. The results of the third remarks analysis with the same categories were presented in Table 3.

Table 3.
The Mood Type of Clauses and Speech-Function Realizations in the Third Remark

Mood Type	Speech Function Realization	Number of clauses	Technique	Example
Declarative	Statement of fact	72	Presenting a present fact	Clause 3.01
		37	Presenting a past fact	Clause 3.17
		2	Presenting the third-person opinion	Clause 3.23
		1	Presenting a reason for something	Clause 3.115
	Statement of opinion	13	Presenting an evaluative opinion	Clause 3.02
		6	Presenting an opinion	Clause 3.25
		5	Affirming a sympathy	Clause 3.07
		1	Affirming a prediction	Clause 3.24
		5	Asserting a gratitude	Clause 3.26
		2	Asserting a conviction	Clause 3.27
	Statement of assertion	6	Asserting an anticipation	Clause 3.31
		1	Affirming a clarification	Clause 3.42
		4	Asserting a necessity	Clause 3.43
		1	Affirming an inability of doing something	Clause 3.44
		4	Predicting an impact	Clause 3.53

Mood Type	Speech Function Realization	**Number of clauses**	Technique	Example
		1	Presenting details of the impacts	Clause 3.54
		1	Asserting a compliment	Clause 3.77
		1	Affirming detail recommendations	Clause 3.84
		8	Asserting willingness to do something	Clause 3.91
		1	Affirming encouragement	Clause 3.93
		9	Asserting a commitment	Clause 3.131
		1	Asserting a request to do something	Clause 3.132
Total		182		

Table 3 shows the mood types and each main clause's speech function realizations presented in the third remark. From the table, all of the 182 main clauses are composed in a declarative mood. In President Trump's third remark, all clauses use a declarative mood to exchange information with the audiences. In this case, they are utilized to construct statements that have three different functions: statement of fact (112 clauses), statement of opinion (19 clauses), and statement of assertion (51 clauses).

In composing the statement of fact, the speaker employs four techniques. Presenting a present fact is the first technique implemented to provide a fact that is happening in the present day as reflected in the example 'our nation is engaged in …'. It implies the explanation of the current event all American people face today. Presenting a past fact is the second technique used to explain what has occurred in the past. As in the clause, 'we built the most advanced and …', the speaker wants to show that the government has done an action regarding testing in the past. Presenting the third-person opinion is the third technique used to present an opinion delivered by another person, as in the example 'our experts say …'. In this case, he wants to tell what the experts say about the ongoing issue developments. Presenting a reason for something is the last technique applied to show a particular reason which appears due to something. The clause "the reason it dropped is that …' infers the speaker's intention to reveal reasons for the phenomenon that happened recently.

In the statement of opinion, two techniques appear in the speech. The first

technique is presenting an evaluative opinion such as the clause of 'to win this fight, we have undertaken …' implies that the speaker proposes his evaluative opinion in doing something considering its importance. The second technique is presenting an opinion such as 'it is looking like we will …'. Meanwhile, the statement of assertion, even if the clauses are relatively smaller in numbers than in the statement of fact, the technique used in this speech function realization is the largest in numbers. The speaker uses 16 techniques, namely affirming sympathy, prediction, clarification, necessity, inability, presenting an impact, predicting an impact, recommendations, encouragement, asserting gratitude, a conviction, anticipation, a compliment, willingness, a commitment, and a request.

4.2. President Trump's persuasion strategies in three remarks

The following part described the persuasion strategies applied in his three remarks based on Cialdini's persuasion principles. The first and second remarks contain five of Cialdini's persuasion principles, while the third remark contains six. The analysis results were presented below.

Table 4

President Trump's Persuasion Strategies Applied in His Three Remarks

No.	Remarks	Persuasion principles	Implementation form
1.	The first remark	Authority	President Trump used his power of authority to urge every state to set up emergency operation centers effective immediately as a result of a national emergency.
		Consistency	President Trump appreciated and thanked all stakeholders who had taken crucial roles in getting through this global pandemic.
		Reciprocity	President Trump wanted to ensure that people who had specific symptoms would get a test for the coronavirus very safely, quickly, and conveniently.
		Social-evidence	President Trump declared the latest evidence and update on new actions to combat and defeat the United States' coronavirus.
		Rareness/scarcity	President Trump was not talking about the world right now, yet focused on covering the country very strongly, by stores in virtually every location.
2.	The second remark	Authority	President Trump asked states to set up emergency operation centers and hospitals to activate emergency plans. He also asked every American to make significant changes to reduce social interactions over the next two

No.	Remarks	Persuasion principles	Implementation form
			weeks.
		Consistency	President Trump welcomed the great nurses of our country to the White House and expressed gratitude for those on the war's frontlines against the global pandemic.
		Reciprocity	President Trump had ordered 500 million N-95 masks to drive private production. Furthermore, the Defense Department was making millions of masks available for healthcare workers.
		Social-evidence	President Trump asserted that the American people would win against the virus soon.
		Rareness/scarcity	President Trump argued that due to tremendous spirit, even Republicans and Democrats were getting together to see a good thing.
3.	The third remark	Authority	President Trump asked the American people to defeat any challenges by rebuilding the land, reclaiming the magnificent destiny, and carrying our nation forward to new heights of greatness and glory.
		Consistency	President Trump expressed his admiration for the doctors and nurses' heroism and bravery that had made incredible progress.
		Preference	President Trump called upon the people to use all of their weapons in this war: vigorous hygiene, teleworking when possible, staying at home if they felt sick, maintaining social distance, sanitizing commonly used surfaces, and being highly conscious of their surroundings. Those are mighty weapons indeed.
		Reciprocity	President Trump mourned every citizen who has lost a cherished loved one. They would never be forgotten. He also said that the sacrifices the people have made in this time of crisis would be remembered, studied, honored, and praised for generations to come.
		Social-evidence	President Trump reported that the strategy to slow the spread had saved hundreds of thousands of lives. The United States has achieved a significantly lower mortality rate than almost all other countries.
		Rareness/scarcity	President Trump had compared his country with South Korea and even another country regarding testing and ventilators supply circumstances.

From Table 4, it can be seen that the President uses authority principles in his three remarks by asking the American people to do some crucial actions and efforts for the country. In this principle, he uses his power authority as the President of the country to ensure he achieves his intention and purpose in convincing his inhabitants. The speaker uses the consistency principle in all of his remarks by expressing his great gratitude for all stakeholders, doctors, and nurses who have taken vital roles and have made incredible progress in fighting against

this global pandemic. This principle is reflected in the fact that he continually expresses sincere gratitude each time he talks about the improvement made by people who bravely conquer the virus.

The reciprocity principle is used by the speaker in his three remarks as well. In this principle, he conducts several meaningful actions to help all his people overcome this pandemic. President Trump also uses the social-evidence principle in his three remarks. In this principle, he presents evidence that supports his aims to make people obey his instructions by showing the successful effects of some actions done by the government as a trusted stakeholder in this matter.

In applying the rareness/scarcity principle in his three remarks, President Trump talks about what other countries have done regarding the issue. Additionally, he also compares his country with another country in terms of testing and ventilators supply circumstances. This is scarce that can attract people's attention and make them see his successful efforts from different perspectives. Conversely, the preference principle is used merely in the third remark. The speaker makes use of similarity to observe this principle. He uses the same liking to gain the audiences' attention. He asserts several powerful weapons that people can utilize to fight against the virus.

5. Discussion

There are two fascinating aspects of SFL to discuss in the results mentioned above. Firstly, the three remarks are dominated by the use of declarative mood. Secondly, the mood itself is divided into several diverse speech functions: statement of fact, statement of opinion, statement of assertion, and inclination statement. Each of these four speech functions owns unique and different roles in speech persuasion. The dominance of declarative moods in the speech reveals that the speaker wants to position himself as an information carrier to the audiences, such as giving statements. Through this mood, he can reduce the gap between him and the audience. Thus he can directly send the information. However, this evidence is different from imperative or interrogative moods, which need to observe the proposition effectiveness from the audiences' responses (Halliday, 2014).

In line with the results of the studies by Fanani et al. (2020), Kim (2016), and

Feng and Liu's research (2010), It is found out that the declarative mood is mainly used to deliver the topic of the speech. The dominant use of declarative moods shows that the speaker positioned himself as an information carrier, and it is used to shorten the distance between him and the audience. However, the realization of each speech function in the declarative mood as a statement may serve more variances. As in the statement of fact, the speaker presents general, past, and present facts. It also happens in the statement of assertion; the speaker provides statements of gratitude, command, commitment, expectation, necessity, and conviction.

In all three remarks, the statement of fact is the most dominant, which is mainly applied to get the audiences' attention by presenting important, relevant information and facts. By doing so, the audience will be more comfortable getting the speaker's intentions. This is in line with Milkovich and Sitarica's study (2017), revealing that informative persuasion discourses share a focus on the audiences by allowing them to receive information, understand the situation, and learn. In other words, the speaker of the messages wants the audiences to come to agree with his point of view since his interests are the same as theirs.

Additionally, President Trump's statement of assertion is also applied to provide the audience with a promising commitment. In this case, he often asserts his intentions to do some crucial actions to overcome the problem. He often uses the exclusive "we" (e.g., "we will overcome the threat of the virus") in his statements of an assertion. The word "we" refers to credible parties (e.g., the government and stakeholders) to help him overcome the virus. Hence, the statements of assertion are used to support and convince the audience about his arguments. Such statements will convince the audience that the President not only presents his opinions but also does real actions to cope with the problem. Cialdini's persuasion principles indicate that the President uses five principles (authority, consistency, reciprocity, social-evidence, and rareness/scarcity) in his efforts to convince the audience.

Regarding authority principles in his three remarks, President Trump makes use of this principle by asking the American people to do some essential actions and efforts for the country. The statements of fact reflect the use of the authority principle which is crucial in persuasion (Fanani et al., 2020). President Trump begins his remarks by presenting the newest information and facts and the third-person opinions about the issue. As a president of the U.S., President Trump's power takes a crucial role in making his people do what he says.

In this principle, he uses his power authority as the President of the country to

convince his people. The principle of authority affirms that when constructing a decision, it commonly seeks expert advice from acknowledging sources, such as legal, medical, financial, government, or other professional expertise (Bushman, 1984). This principle encourages people to comply with the rules set up by an appropriately constituted authority (Groves, Cialdini, & Couper, 1992). Interestingly, the outward appearance of authority represented by peculiar symbols (e.g., professional title or a uniform) is sufficient to establish an expert's appearance (Bickman, 1974). The likelihood of compliance is expanded for a request conducted by sources whose authority is recognized to be authorized, and their credibility is, thus, an essential feature of persuasive communication (Eagly & Chaiken, 1975). In this case, Donald Trump is the President of the United States of America who has the massive authority to make requests and orders to his people; and he makes use of his authority as reflected by his statements in the remarks.

In terms of consistency principle, President Trump expresses his great gratitude for all stakeholders, doctors, and nurses who have taken vital roles and have made incredible progress in fighting against this global pandemic. The statements of assertion reflect this principle. In each remark, President Trump's consistency principle is shown by appreciating and expressing gratitude to people on the medical sides and people in his political affiliations for their outstanding contributions in fighting the pandemic. This reflects his intense commitment without ignoring people who have massively helped him in this case. People tend to sincerely commit his instructions as they feel their efforts are valued and appreciated.

Besides, stubborn consistency means that when a person's mind has comprised of an issue, he/she does not even think hard about it anymore (Cialdini, 2009). The principle of commitment is closely linked to the desire to become consistent. Once a freely selected position has been held by a person, a tendency to act in balance with the committee will further guide subsequent actions. The tendency becomes even more potent when one's values are initially identified, and the communicator is then able to show that the request is consistent with these values. Within this situation, the message receiver has a chance to "own" the reason for agreeing and accepting the request (Cialdini, 2001). Accordingly, before the consistency is activated, a starting commitment has to be generated for the target person. However, even if the initial commitment is small, more significant requests in the future will still be accepted due to the consistency requirement.

This mechanism has been announced to be self-imposing, particularly when the commitment is written (Werner et al., 1995).

In the reciprocity principle, President Trump conducts several meaningful actions to help all his people encountering this pandemic. The statements of assertion reflect the use of this principle. In his remarks, he states that he has executed policies for the importance of his inhabitants. Also, he utters his sympathy and condolences to every citizen who has lost their loved ones due to this outbreak. Following this principle, President Trump intends to show his best efforts in serving the people since he feels indebted to them who have chosen him as the President in the previous presidential election. People unconsciously feel uneasy being indebted to him and will eventually follow all his instructions in the remarks. This principle is based on the firmly seated human necessity to establish deep social networks with permanent and multiple exchange forms. Groves, Cialdini, and Couper (1992) stated that people feel obligated to reciprocate to positive behavior received, such as favors, gifts, concessions, services, with positive and good behavior in return. Furthermore, the reciprocation mechanism seems useful from the beginning of the interpersonal exchange, and, thus, this strategy is beneficial when addressing a specific target of the population for the first time.

Dealing with the social-evidence principle, President Trump presents evidence that supports his aims to make people obey his instructions by showing the successful effects of some actions done by the government as a trusted stakeholder in this matter. The statements of fact reflect this principle. In his three remarks, President Trump expresses several essential actions that have been executed by the government and have brought positive impacts. He presents information for his people to figure out that something being proposed by the President is vital and has been proved it is beneficial by some group of people. Consequently, it is hoped that they are willing to do what others have done beforehand.

This principle is done to make the people convinced that certain things could be achieved successfully through the government's involvement as the role model implemented by the speaker. This principle is also defined as a principle in which many people are utilized as evidence that a speaker is largely preferred by the people (Cialdini, 2009). Generally speaking, the principle of social-evidence argues that similar attitudes, actions, or beliefs of others are employed as a standard for someone's attitudes, behavior, and beliefs (Festinger, 1954). Based on this heuristic procedure of social validation, the readiness to comply with a request can be

increased if supported by evidence or belief that similar fellows comply with it.

In the rareness/scarcity principle, President Trump talks about what other countries have done regarding the issue. Besides, he also compares his country with another country in terms of testing and ventilators supply circumstances. The statements of opinion reflect this principle. President Trump frequently asserts his opinions towards something about the issue in his remarks. Instead of providing solutions and help for other countries that need them most, President Trump conversely compares what his country and others have achieved in overcoming the outbreak. This is a poor thing that not many people, even leaders, may reveal. People will pay more careful attention to his statements; perceive them as a valuable matter, and commit his instructions.

This is scarce that can attract people's attention and make them see his successful efforts from different perspectives. Cialdini (2009) utters that humans tend to be more emotionally challenged when freedoms are threatened, and free choices can be limited by scarcity. This circumstance makes them try and possess things more than ever. The principle of scarcity reflects that opportunities are perceived as more valuable if they become scarcer (Mazis, 1975). This notion is related to the fact that valuable things are usually rare and that under particular circumstances hesitating to decide may lose future opportunities.

On the other hand, the preference principle is used solely in the third remark. President Trump makes use of similarity to observe this principle. The statements of the assertion reflect it. He calls upon his people to use all of their weapons in this war: vigorous hygiene, teleworking when possible, staying at home if they felt sick, maintaining social distance, sanitizing commonly used surfaces, and being highly conscious of their surroundings. By proposing his statements, it is hoped that people will obey and follow his orders as a foremost figure that most people admired. The principle of liking or preference states that people increasingly follow a request or demand brought forward by the person they like. Several factors that enhance the liking or preference aspect have been found in the similarity of attitude (Byrne, 1997), physical attractiveness (Benson, Karabenick, & Lerner, 1976), and background (Stotland & Patchen, 1961).

The importance of applying Cialdini's persuasion principles in a speech helps the speaker successfully achieve his main goals. This is also stated by Arisetiyani and Yuliasry (2017) in their research that mostly all the presidential candidates apply

the principles in their speech, except the social-evidence principle. Furthermore, it is essential to learn about persuasion and precisely how to persuade people since it helps the speakers obtain their goals much more effortlessly.

6. Conclusion

Based on the results and discussion, it can be inferred that, in all three remarks, the speaker primarily uses declarative moods in convincing the audiences that some vital actions require to be done to cope with the prevalent issue. The dominant use of declarative mood in the remarks reveals that the speaker intends to position himself as an information carrier to the audiences, such as giving statements. Through this mood, he can shorten the gap between him and the audience. Thus he can directly send the information. Moreover, the statement of fact is the most dominant used speech function realization, which belongs to the declarative moods. It is mainly applied to get the audiences' attention by presenting important, relevant information and facts to persuade them to follow his intentions easily.

In terms of Cialdini's persuasion principles, the speaker uses almost all of the six principles in his three remarks, unless the principle of preference is used only in the last remark. In the authority principle, he uses his authority as the President of the country to determine whether he has already achieved his intention and purpose or not convince his inhabitants. In the consistency principle, he consistently expresses sincere gratitude each time he talks about the improvement made by people who bravely conquer the virus. In the reciprocity principle, he does his best to serve his inhabitant with the best things he can do. In the social-evidence principle, he presents evidence that supports his aims to make people obey his instructions by showing the successful effects of some actions done by the government as a trusted stakeholder in this matter. In the rareness/scarcity principle, he talks about what other countries have done and compares his country with another country regarding the issue. Finally, in the preference principle, he uses similarity to observe this principle and uses the same liking to gain the audiences' attention.

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