BINOCULAR OF CDA AT SELENA GOMEZ’S SPEECH IN YOUTUBE

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Abstract: CDA is a discourse analysis related to the study of language or language usage. The aims of this research were (1) to find out the kind of CDA found in Selena Gomez’s speeches, (2) to describe social cognition that is in Selena Gomez’s speeches. The writer used the theory of Critical Discourse Analysis from Teun A. Van Dijk (1998). This research used qualitative and descriptive techniques to describe and analyze data. This analysis focused on analyzing critical discourse on Selena Gomez’s speech text. From this analysis there were three kinds of CDA elements found in Selena Gomez’s speech: First: (1) Thematic which only had 1 category (2) Syntactic style which was divided into 5 categories, namely: Persuasion, Impression Management, Attribution, Cohesion, Pronoun (3) style semantics which were divided into 2 categories: Background and Detail, Presupposition. (4) schemata which were divided into 3 categories: opening section, the content, and closing section. Second: from several elements that build social cognitive found: (1) person schemas (2) self-schemes (3) role schemes. Keywords: Critical Discourse Analysis, Selena Gomez, Speech.

A. INTRODUCTION

In society, of course, people interact with other people around them. In communication, people use something like a tool called language, which can be used in two ways. The two types of communication are direct and indirect. Direct means that there is no intermediary between the users or it is called spoken language. Their activity, which is related to language as a means of information exchange and mutual relations, is called communication. Spoken language is also understood as a form of communication from one person to another, during which language is produced by the human vocal organs and given by the mouth in such a way that a systematically ordered sequence of words is formed, which is called to call One example of spoken language is face to face conversation between the people around us. Although implicit, it means that there is something that forms a bridge between users, or
what is called a written language, that users usually communicate with certain devices. Written language also means the representation of language through a writing system.

Speech is a form of public expression, like spoken, written, or signed language. There are many types of speech; Informative speeches, persuasive speeches and demonstrative speeches, entertaining speeches and team speeches. But it takes a moment of reflection to convince us that the naturalness of this speech is just an illusory feeling. In fact, the process of acquiring speech is an entirely different matter from learning to walk. In the case of the latter function, culture, in other words, the traditional body of social use, is not taken seriously. Speeches have many functions, one of which is to create a conducive situation where only one person is needed to make the speech so that it can give a positive impression to those who hear the speech. In practice, there are several examples of speeches such as graduation speeches, leadership speeches, religious speeches, speeches and speeches by presidential officials. At that time, artist Selena Gomez gave a speech entitled Trust Yourself. Therefore, the speech of Selena Gomez is included in the type of persuasive speech. So how to start a speech, first way with a question that matters to the audience. The second-best way of starting a speech with a factoid that shocks, and but the best way to start a speech is the same way we start story to a child.

Several recent studies have focused on Critical discourse Analysis (CDA), which deals with political discourse in general. Many discussions of political discourse itself derive largely from correlation in a social context, the ideas and linguistic strategies of the speaker are found in found in some cases more often than the study of organization discourse or educational (Romadlani, 2021; Triana, 2020). However, this study specifically deals with speech that correlates with CDA. Applying a critical view of language use in speech and written text to identify the values or ideology contained in the speech (Melinda: 2021). CDA has several functions such as power, supremacy, hegemony, ideology, class, gender, race, discrimination, social order or social structure.

Critical discourse analysis is a discourse analysis approach that applies a critical view of the use of language in both spoken and written texts to identify the values or ideologies embodied in them. The analysis is directed to reveal power relations in social and institutional contexts as reflected in the way speakers use language in the resulting text (Hyland & Paltridge, Ed., 2011; Baker & Ellece, 2011:26; Benmetan: 2021). The critical discourse analysis specifically considers how language works in institutional and political discourse as well as specific discourse to reveal overt or, more often, hidden in equalities in social relations. The use of language in speaking and writing is seen as a social practice, which implies a dialectical relationship between a particular discursive event and the situations, institutions, and social structures that frame it (Fairclough and wodak,1997:258). It is a qualitative that analyzes written or spoken in relation to is social context. It aims at to understand how language is used in real life situations and to dig deep into its ideology. Critical examination of the merits and faults of the work, and discourse is any written and spoken, or visual communication, analysis is explanation of the elements and the structure of the work.

An Artist, Selena Gomez American actress and singer who won legions of young fans as the winsome star of the Disney television series Wizards of Waverly Place (2007–12) and as a pop vocalist. In this Speech, she talked is much a reason for convening everyone that believing in yourself is better.
Selena Gomez: “You want to make something great. And it does more than not the wind out of you and crushes you when people try to tell you that you’re not good enough. And it almost did for me but there was my mom next to me stronger than ever and she said the most important thing is to always trust in myself. If I have, if I’m doing something because I love it, I should do it because I love it and I believe that I can do it.”

The aims of this research to explore the CDA in Selena Gomez’s utterances in her speech. Go along with it, the research wants to know what are the elements of CDA structure that used by Selena Gomez to convey the real meaning of his speech. This research served serial answers of what are the CDA structure of the text including macrostructure, microstructure of Selena Gomez speech. The element of the superstructure of the speech that emerge based on socio cognition approach, and what power is used by Selena Gomez speech.

Critical Discourse Analysis (CDA) stems from a critical theory of language which sees the use of language as a form of social practice. All social practices are tied to specific historical contexts and are the means by which existing social relations are reproduced or contested and different interests are served. Fairclough (1993: 135) defines CDA as; discourse analysis which aims to systematically explore often opaque relationships of causality and determination between discursive practices, events and texts, and wider social and culture the qualitative structures, relations and process; 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 relationship between discourse and society is itself a factor securing power and hegemony.

A Critical perspective on discourse analysis. Then, explores the connections between language use and the social and political context in which it occurs. It does this in a way the deals critically with the norms and expectations of particular discourse communities, raises issues of social, economic and political concern, yet aims to provide students with tools need to succeed the campaign. In the application of CDA in a study, it should be noted also the principles in there which Fairclough and Wodak (1997:271-280) describe critical discourse analysis as being based on eight key principles. These are: Critical discourse analysis addresses social problem by examining the linguistic character of social and cultural processes and structures. Thus, social and political processes have a (partly) linguistic or discursive character that is reflected in the use of certain linguistic and discourse strategies and choices. Power relations are exercised and negotiated in discourse. Thus, power operates through language and is negotiated through language.

Discourse constitutes society and culture in that language not only reflects social relations but it is a part of them and reproduces them. Ideologies are very often produced through discourse (Sinambela: 2022; Hasyim: 2022). Their production includes way of representing and constructing society such as relations of power, relations of domination and exploitation, and relations based on gender and ethnicity. Discourse cannot be considered separately from the discourses that have preceded it and that will follow it. Nor it can be produced or understood without taking these intertextual relations and sociocultural knowledges into consideration. Critical discourse analysis makes connections between social and cultural structures and properties of texts (Puspitasari: 2021). These connections are, however complex, and more often indirect than direct that is, they are very often mediated. Critical discourse analysis goes beyond description and is both interpretative and explanatory. Further, these interpretations and explanations are open
and may affected by new readings and new contextual information. Critical discourse analysis, by uncovering opaqueness and power relationship is a form of social action that attempt to intervene and bring about change in communicative and socio-political practices. Those four of CDA may be stated it is not always handiest to explain the shape of discourse however additionally to discover positive which means in a discursive occasion which generally approximately the social trouble and political problems in society. On the historical past of observe above, the researcher noted that these studies will undertake a unmarried theory.

Critical Discourse Analysis (CDA) is obviously not a homogenous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis. In a simple explanation, Critical Discourse Analysis studies the connection between textual structures and social context then explores it in wider social structure. Go along with it, Van Dijk clearly restricted that Critical Discourse Analysis focused on the relationship between discourse, power, dominance and social inequality. There are three levels of discourse structure that emphasized by Van Dijk which are macrostructure, microstructure, and superstructure.

Van Dijk in his book Macrostructures determine thematic as the main part of macrostructure levels, it refers to word theme. The theme is often related with the topic because it exposes the most important information that transferred by the speakers. The theme shows the aim, the dominant concept and the speaker intention within the discourse. Thus, to find the theme of the text, the researcher needs to understand the whole text. Each discourse/text has its own theme to represent what the speaker going to deliver to the addresses in public discourse. In order to get the correct understanding of the text, the researcher also obliged to know the social context that emerge the speeches. Each simple sentence has a theme. The theme is what the sentence is about. It is usually a starting point of utterance and everything else that follows in the sentences which consist of what the speaker states about is called theme.

Syntax explains the words in relationship with other words or other elements as statement unit. According to the result of several researches that used Van Dijk theory. Syntaxes styles are used in politic manipulation by using sentence form through the use of active and passive sentence, coherence and pronoun. The use of coherence used by the speaker to give understanding to the audience about the idea that conveyed within the discourse. For example, the use of conjunction therefore, the government persuaded employers to hire more minorities can be implied that Immigrant have less job opportunities. Another element is a pronoun that used to manipulate language by creating imaginative community. Another example that often found as the result of Critical Discourse Analysis research is the pronoun ‘us’. The speaker uses the pronoun ‘us’ to show where the position of the object is belongs to the community. There are some kinds of syntaxes style that need to be analyzed and explored by Critical Discourse Analysis researcher which are sentence form, cohesion and pronoun.

The analysis of sentences form divided into three parts of analysis that are persuasion, attribution and impression management of discourse. The form of persuasion sentences could be identified by the use of passive sentences in discourse, but need to be noticed that not all of the passive sentences have the aim to persuade the addressee. Another persuasion strategy is repetition which it could be an indication of the importance of the text because it will affect the hierarchical structuring of topical information. It often signaled by repeated information in discourse. Each the text gas its own aim to inform and meaning in the way the
speaker delivers it, the persuasion used to know what exactly the thoughts are, how and where it represented. The use of persuasion not only appear in the repetition of the direct sentences but also can be noticed from the outline of the text. For instances when the speaker pointing out the same case but delivered text in a different way.

Some impression management research deals with the discursive antecedents, such as the presence of positive self-description, or the performance of kind verbal acts, such as greeting of self-disclosure. However, a negative evolution of speaker does not always lead to less persuasion. This also depend on the social characteristics of the speaker. People who are more credible or powerful, for example, because of knowledge or status, may be more aggressive in defending their points of view than less impressive speakers.

Attribution as a form of excuse is part of strategies of positive self-presentation such as in the analysis of conversation about minorities. The idea of attribution also can be noticed by negative perception and representation of another group of people. The way of doing attribution can be recognized through recall the past case that related to another group based in the speaker’s knowledge and perspective. Many experiments are based on information about action and actors that is presented to experimental subject in the form of discourse, for example, stories. This self-serving aspect of attribution not only holds for individuals but generally for group members, when they explain negative actions or failures members in a situation of intergroup conflict.

B. COHESION
A paragraph has good cohesion when each sentence is clearly linked to the next. The use of sentences must be coherent in the text and meaning. Cohesion as the part of Syntaxes structure in Critical Discourse Analysis has a function in case the correlation of each sentence in one paragraph. The term cohesion continuously related to the use of conjunction in the text. Conjunction used to unite two sentences or two paragraphs. The use of conjunction designated how speaker’s shape mental model of their society. In Critical Discourse Analysis, the use of conjunction must be noticed because it emphasizes the sentence before or the opposition of the first sentence. Besides that, the use of conjunction is the key to analyze the cohesion in Critical Discourse Analysis, because each conjunction has its own function. The common coordinating conjunctions are: ‘and’, ‘but’, ‘or’, ‘yet’, ‘not’. There are also subordinating conjunctions. It establishes the relationship between a dependent clause and the rest of the sentence. A few common examples are: ‘as’, ‘because’, ‘whereas’, ‘in order that’, ‘since’, ‘although’. The form of the sentence also must be considered in the analysis, the use of passive voice is the second key to understand the coherence in the text. The use of passive voice can determine the staging of the context of text itself, which sentence that placed as the object or subject of the sentence.

Pronoun is use to manipulate language by creating imaginative community. The pronoun refers to the people itself, people as members of the community and has its implicit meaning in it. The speaker uses a pronoun to show where the position of an individual or community for example, the pronoun ‘us’ and ‘our’ usually use for positive representation of the speaker’s community. Another function of the pronoun is to show the social power and hegemony in the social structure. The pronoun ‘I’ and ‘you’ often times used to show the speaker’s intention. The pronoun ‘I’ used as a personal attribute that shows the subjective approach of the speaker in speech, while ‘you’ could be influential pronoun to show the concern of the speaker towards the audience.

Background refers to the additional information of each perception of the speaker.
Backgrounds are able to influence the meaning of the text. The background that chooses by the speaker determined the tendency of the speech. The other device in microstructure is the use of presupposition. The presupposition is the statement of the speaker that requires or implying as an antecedent condition, and effect presupposes a cause. Schema or superstructures of the text is similar to the outline of the text. Most of the previous studies are analyzed the schema used the structure of headline, main topic, and then explain the event since most of them analyzed the news report. Whereas this research adopts the theory of Socio Cognitive Approach by Van Dijk to explore more the scheme of the speech. Although the method of analysis is different, analyzing the schema of the speech has the same function as another text which is to establish the ideological implication of the news report.

Based on explanation CDA Van Dijk theory, there are three elements to know about the structure of the text. The research tried to found meaning the speech based on the structure. Kind the element such as: Macrostructure, Microstructure, and Superstructure. Not only analyze text, the Critical Discourse Analysis of Van Dijk also analyze the social cognition. Socio cognitive, concerns two important concepts: context and text. It focuses on the impact of discourse and the controlling power that has on society. Both context and text are considered essential for discourse interpretation. Text is something produced by people in the process of making discourse. It can be written or spoken as a part of everyday conversation, a speech, a book, or a newspaper, etc. Context is something psychological and dynamic. In terms of being psychological, context is defined as a mental structure that is essential for discourse production and comprehension. Context is the process in people minds which can be perceived as a device people use when they speak or write something and when they consume written or spoken text. They need it in order to extract the meaning embed in the text. Van Dijk, has proposed this as a context model. A context model is in the middle of society and discourse as SCA suggests that discourse indirectly controls people actions but it can influence people minds and the minds can control people’s actions. Through the processes running in our minds, discourse is produced and consumed. It can be claimed that the production and consumption of discourse cannot be directly linked to social structures. It needs a device that can link them, a mediating cognitive device. There are two notions of principle models that can be cognitive devices which can control people actions and interpretations: mental models and context models.

The notion of mental models was introduced by van Dijk. Mental models are explained as memory in people minds. They may be identified with people experiences, specific acts or events they participate in, witness to or hear/read about. Discourses are often specific. They always involve specific people, acts and settings as in everyday conversation, as well as the news. From these specific utterances made by people, the brain starts to construct some memory in their minds. According to Van Dijk, the mental models may also have a schematic structure, namely the schematic structure of events (setting, participants, actions). Since mental models typically feature personal opinion, mental models then define the situation. These opinions may become social attitudes and finally construct social ideologies.

Mental models may also be ideologically biased, and can form the input of discourse production. Such biased discourse may appear in various forms of discourse: biased topics, lexical items, or metaphors, among many other (especially semantic) properties of discourse. Moreover, the ideological influence of discourse is often indirect. Ideologies influence social attitudes which may influence the individual opinions of group members represented by the mental models of specific people and events. Mental models with ideologies thus control meaning produced in text and talk, discourse about such events. When people perform a
discourse, they may form biased models according to their ideologies. Therefore, different individual social members may have different ideological comprehensions. This is one of the reasons for the variable nature of discourse comprehension and interpretation. From this, it can be concluded that variation of opinions between different group members does not mean that the group does not share attitudes or ideologies. It is only individual group members that do not share such attitudes or ideologies.

Van Dijk, stated that context models, defined as specific mental models, represented in people memory, act as a mediating cognitive device. They make sure that language users adapt their discourse to the social environment, so that it is socially appropriate. Context models represent every kind of communication in which people participate such as conversation at breakfast, meeting at work. Context models are considered dynamic since they represent ongoing actions. They will be continuously updated or changed during the processing of discourse. Each different participant in a communicative event tends to have his/her own, personal context model according to his/her social experience.

Therefore, each participant may have a different personal interpretation of a current situation. However, discursive interaction and communication will occur only when context models are partly shared, synchronized, or negotiated. Participants may produce and update each other's models when they communicate. Speakers may have models that are partly similar to those of recipients and vice versa. Context models can be understood as the structure of all properties of a social situation that are systematically relevant for the production, comprehension, or function of discourse and its structures. In this case, the word relevance is defined by a current context model, and it may be both personal and social. That is to say, it is not social features such as age, ethnicity, and sex that constitute the context, but the socially based and mentally represented constructions that social members make or take to be relevant in social interaction. In order to distinguish between the theoretically infinite complexity of a social situation and the context constructed out of this situation, language users have learned to focus on those properties of the social situation that are systematically relevant for discourse in a given culture. The desired outcome. Drawing on the wrong power base can have unintended effects, including a reduction in A's own power.

In this research, the writer found some thesis and journal, but they have differences between this research such as subject of the research, the formulation of the research and the theory of the research. The First, Husnaya Sarah, University Islam Negeri Sulthan Thaha Saifuddin Jambi, (2014). The title is *Critical Discourse Analysis in Donald Trump’s Speeches*. This analysis focuses on analyzing critical discourse on Donald Trump's speech text. From this analysis there are five types of CDA elements found in Trump's speech, namely Thematic which only has 1 category and Syntactic style which is divided into 5 categories, namely: Persuasion Management Impression Management Attribution Cohesion Pronoun, Style semantics which are divided into 2 categories, namely: Background and Detail, Presupposition. Force style which is divided into 1 category, namely: lexical choice (LC). Rhetorical force which is divided into 2 categories, namely: Repetition and irony of hyperbole. Several elements that build social cognitive found: emotional attachment, mind control, mitigation of evidence, glorification, creating enemy, rhetorical actions.

The Second research conducted by Mudofar a student of State Islamic University Syarif Hidayatullah, (2009). The tittle is *A Critical Discourse Analysis on the Jakarta Post Text*. The purpose of the research is developed research between socio-linguistic science with mass communication in critical discourse analysis which based on discourse theory about social
problem (Chinese discrimination) news in mass media which is especially laded in Jakarta Post text. Van Dijk Critical Discourse Analysis (CDA) applied in this research. Power, Language, And Ideology of Obama’s Speech (A Critical Discourse Analysis) by Andrea Eka, 2011. In this thesis, he concerned with the language, power, and the ideology in the aspect of speech because she assumed that speech can influence to human’s life and change the way someone’s think. The speech came from The President of United States of America, Barrack H. Obama which can be said as the powerful person in the world who has a power, language, and ideology to influence many people around the world which at the time was make a visit to several places in Indonesia, one of them was at University of Indonesia. In the end of his analysis, language used by speaker can minimize distance between speaker and audience. Speaker’s power makes the audience watch the speech enthusiastically, and his ideology can create imaginations and persuade audiences.

The third, Ahmad Syamwiel, State Islamic University Sunan Kalijaga Yogyakarta, (2018).41 The title is Discourse Analysis of Propagandas on Donald J. Trump Inaugural Speech. This thesis examines Donald Trump’s speeches using Van Dijk’s Critical Discourse Analysis Theory. It investigates the structure of Critical Discourse Analysis that emerges in Donald Trump speeches and the elements of Socio Cognitive Approach that emerge in Donald J Trump’s speeches. The writer mainly utilizes the structure Critical Discourse Analysis theory by Van Dijk which consists of three structure of analysis consisting of macrostructure and microstructure. Afterwards, the writer adopts Socio Cognitive Approach to analyze the schema of the speech which included in superstructure analysis. Under descriptive-qualitative method, this research significantly gives a wider understanding about how linguistic features emerges trough Critical Discourse Analysis structure. As the result, there are totally 64 expressions that were noticed as linguistic features from three chosen speeches of Donald J Trump.

The fourth, Rifqi Nugraha, University Islam Negeri Syarif Hidayatullah Jakarta’s student, (2014).39 The title is A Critical Discourse Analysis on Hillary Clinton’s Speech‖ American for Marriage Equality. This research discusses about Hillary Clinton’s speech titled American for Marriage Equality. The objectives of this research are finding the text structure and the ideology that described on Hillary Clinton’s Speech. The analysis focused on the critical discourse analysis on Hillary Clinton speech text. This research conducted Van Dijk Critical Discourse Analysis method and qualitative method. This research not only discusses text structure of the speech, but also the ideology of Hillary Clinton. According to Van Dijk, in discourse analysis frameworks there need study of study related ideology of discourse. It is important to understand discourse meaning. To dismantle hidden meaning from discourse text needs ideology analysis.

The fifth, Andhita Rachman, University of Muhammadiyah Surabaya, (2017) the title is Critical Discourse Analysis in Donald Trump Speech Presidential Campaign to Win American’s Heart. Political strategy proposes a pathway to success when the society understands the background of candidates and reasons for them to vote for. Basic way to do it is use speech campaign because society will knows personality of candidates by sharing their thought. By using speech, society feels that the candidate stands beside them and have the same thought. This strategy can gain society sympathy. When they are able to obtain sympathy, the succession in gaining power soon come through. From the review related above, there are similarities and differences made by researchers. The similarity is like a big scope about CDA and the people who are the subject of discussion. The difference is object of study carried out by the researcher in this paper focus in the structure of the text to find
out the meaning written in the script of the speech being examined.

In conducting this research, the researchers used qualitative. In addition, the data are described descriptively based on research problems. According to Monique Hennink, Inge Hutter, and Ajay Balle (2010) Qualitative research is a broad umbrella term that covers a wide range of techniques and philosophies thus it is not easy to define. In broad terms, qualitative research is an approach that allows you to examine people’s experiences in detail by using a specific set of research methods such as in-depth interview, focus group discussions, observations, content analysis, visual methods, and life histories or biographies.

According to Ary et al (2010) qualitative research is deigned to obtain information concerning about human behavior. How a researcher makes sense of interpreting human experience at the time of the study becomes the focus. It aims to describe a natural situation without giving manipulation or special treatment to the subject of the study. In qualitative research, concerns with understanding and meaning through verbal narratives and observations rather through numbers (McMillan, 1992).

According to Ellie Fossey, Carol Harvey, Fiona McDermott, Larry Davidson (2002) Qualitative research aims to address questions concerned with developing an understanding of the meaning and experience dimensions of humans’ lives and social worlds. Central to good qualitative research is whether the research participants’ subjective meanings, actions and social contexts, as understood by them, are illuminated. This paper aims to provide beginning researchers, and those unfamiliar with qualitative research, with an orientation to the principles that inform the evaluation of the design, conduct, findings and interpretation of qualitative research.

C. INSTRUMENTS

The source of the data of this research was transcript from channel YouTube English Speech https://youtu.be/jG-4kBIDAZA?t=13. The speech is about Trust Yourself on May 2nd 2020 with the duration 06.55. In speech Selena Gomez about trust yourself, it means to inspire people to keep learning, make something great and believe in yourself. Technique of data collection in this research was a literature study. That is searching for the script. The first step of data collection, researchers used the observation script. It searches for Selena Gomez’s speech script from the English Speech YouTube channel. The researcher looked for the text of the speech and examined it, then finding the script, researchers downloaded both of them. Scripts in particular are used for the main data to be analyzed. The researchers read the script in Selena Gomez’s speech. Then, found the data after reading the script we would find the data from the speech script of Selena Gomez. The last, the researcher classifies the kinds of Critical Discourse Analysis and after that describing all the data. Categorization is divided into three kinds of analysis, namely Macrostructure, Microstructure, and Superstructure. Content analysis was research that is an in-depth discussion of the contents of a written or printed information in the mass media. The pioneer of content analysis is Harold D. Lasswell, who pioneered the symbol coding technique, which is to record symbols or messages systematically, then give interpretations.

D. RESULTS

The writer found some data in Selena Gomez Speech that related to kinds of CDA, Social Cognition, and Power. The first dimension was text which has some parts such as Macrostructure (theme), Microstructure (Syntaxes style and semantic Style) and
Superstructure (schema). In macrostructure, the writer found the thematic found one element of her speech. In microstructure, the writer found the syntaxes style and semantic style of her speech, begin from the syntaxes style found two persuasions, the next found one impression management, then found two attributions in her speech. After that, found two cohesions in Selena Gomez speech. And, the writer found two pronouns in her speech.

The next the writer found two background and detail in her speech. Then, the writer found one presupposition. In superstructure, the writer found schemata. Begin from the schemata found one opening section, the next writer found one the content and then writer found one closing section in Selena Gomez speech. The second is social cognition have two categories from the mental models and context models. Mental models are explained by memories in people's heads. They can relate to people's experiences, certain activities or events in which they participate. And the mental models have are several types of models or schemes that can be described, they are (1) Person Schemas, (2) Self Schemas, (3) Role Schemas. And the next is context model only discuss about social experience. The third is power, power is ability to direct of influence another behavior or course of even.

Macrostructure element of the text is the fundamental element that needed to analyzes the text. The basic concept of macrostructure is that this structure cannot be determined by each sentence but need to be explored in a whole understanding of the text in order to get the exact point that delivers by the speaker. In the analysis of macrostructure, there is main point that should be elaborated which is thematic structure of the text. Thematic elements are global meanings from one discourse. Themes are general description of opinions or ideas delivered by someone. The theme shows the dominant concept and most important of the contents of a speech or news. The topic of Selena Gomez Speech is trust yourself.

![Picture 1](image)

“So, I just want to say, I hope can inspire each and every one of “you just trust in yourselves” (duration 6.23)

This topic discusses the general description of opinions or ideas conveyed by someone. The writer found “you just trust yourselves” in Selena Gomez’s speech is a form of motivation for us to reminder trust yourself. Selena Gomez means to convey you just trust yourself and hopes inspire audience with confidence. The analysis of the microstructure stage started with syntaxes style analysis which has four main contents those are persuasion, attribution, impression management. The types of structure elaborated syntactically, which means the researcher needs to be focused on the sentences form, cohesion, pronoun without considering another social content and context that occurred behind the case.
Persuasion deals with the persuasive strategies used by the speaker. The writer found that Selena Gomez tends to use persuasive strategies for each plan and argument. The persuasion is done by the speaker has its own background and details also the context. Some persuasion that uttered is mostly emotional persuasion that delivered by recall the past event, such as the first data below:

“Because I feel like I can and I’m just going to start with the basics, so I’m 21 and my mom had, my mom had me when she was 16. And I’m from Grand Prairie, Texas, and she worked four jobs and completely dedicated her life into making mine better.” (duration 1.07)

Persuasion deals with the persuasive strategies used by the speaker. The writer found “Because I feel like I can and I’m just going to start with the basics, so I’m 21 and my mom had, my mom had me when she was 16. And I’m from Grand Prairie, Texas, and she worked four jobs and completely dedicated her life into making mine better” that Selena Gomez tends to talk emotionally with the background and detail her mother.

“You want to make something great. And it does more than not the wind out of you and crushes you when people try to tell you that you’re not good enough. And it almost did for me but there was my mom next to me stronger than ever and she said the most important thing is to always trust in myself. If I have, if I’m doing something because I love it, I should do it because I love it and I believe that I can do it.” (duration 2.25)

In datum 3 besides persuasion emotionally with the background and detail, sentence persuasion Selena Gomez’s speech in Datum 2 invites the audience to always be confident and do what they like. Impression management simply can be identified as the positive self-
representation. The impression management usually is shown by the speaker to take the trust and influenced the audience to agree with the speaker’s argument. The speaker often expressed moderate views by avoiding delicate issues, for instance by with drawing or changing the topic.

I’m not an activist, I haven’t changed the world or led a campaign, I’m here to just tell you my path, so that you hopefully can take something away from it, because I don’t like being honest with — this is a truth — I don’t like being honest with press and interviews, I like being honest with you, directly, which is each and every one of you.”(duration 0.42)

The sentence above can appear in the expression of impression management since then happened to the first thing the speaker said after his greeting as the first impression conveyed to receiver. Selena Gomez started her speech with a top greeting audience to build a first impression. The idea of attribution also can be noticed by negative perception and representation of another group of people. The way of doing attribution can be recognized through recall the past case that related to another group based in the speaker’s knowledge and perspective.

“when I was eleven I had a casting, director tell that I wasn’t strong enough to carry my own show. And I’m sure all of you have been told that you don’t have what it takes and you may not be good enough and you don’t have enough people supporting you and you’ve been told all of these things when deep down it’s all you
want to do. You want to be a part of something great.” (duration 2.06)

I’m surrounded by people who are supposed to guide me and some of them have and others haven’t. They pressure me, there’s so much pressure, you’ve got to be sexy, you’ve got to be cute, you’ve got to be nice, you’ve got to be all these things! (duration 4.06)

The writer finds that this sentence has a positive representation meaning and relate it in our life. Selena Gomez spoke of “when I was eleven, I was casting, the director said I wasn’t strong enough to do my own show. And I’m sure you’ve all been told that you don’t have what it takes and you’re probably not good enough and you don’t have enough people supporting you and you’ve been told all these things deep inside. that’s all you want to do. You want to be part of something great.” for that from the knowledge and perspective in his speech, many people say we can’t do everything we do, but with that make a positive representation for us, make us have to be more confident to do and to prove that we can do it.

The next stage to analyze is the use of conjunction in Selena Gomez speeches. The writer elaborates on the use of conjunction through the transition of the exact topic that uses by the speaker. Van Dijk explained that the transition of changing topic in one paragraph should have the orientation of initial topic. The cohesion can correctly find the illustration of the point by taking a “text” which exhibits the usual conditional relations, and even other relations of local coherence.

Each pronoun uses to refer the people itself and has implicit meaning on it. The use of pronoun can be noticed as the strategies of the speaker to manipulate language by creating an imaginative community such as unity and equality. Another function of the pronoun is to show the subjective approach of speaker in speech, while “I” could be influential pronoun to show the concern of the speaker toward the audience.

“I’m not an activist, I haven’t changed the world or led a campaign, I’m here to just tell you my path, so that you hopefully
can take something away from it, because I don’t like being honest with — this is a truth — I don’t like being honest with press and interviews, I like being honest with you, directly, which is each and every one of you.” (duration 0.42)

The most frequently spoken pronoun is ‘I’ which has categorical meaning to represent the speaker’s strength. Based on her context Selena Gomez wants to tell the way so that the audience can take something from her.

“Hi, guys, how are you? So good to see you guys, so you guys having a goodnight? I have to say that it’s such an honor to be here, it is, I’m so happy to be here, I’m like a nerd and brought my own speech but I hope it’s OK that I take this opportunity to really just spend with you guys and tell you a little bit about my story.(duration 0.05)

The pronoun that is most often used is “you” which means to greet the audience. Based on the context, Selena Gomez wants to greet the audience and wants to convey to the audience that she happy making speeches here. Semantics analysis aims to find the meaning of the text. The meaning of the text can be seen from the kind of semantic style which is background details and presupposition. Backgrounds are able to influence the tendencies of the text. While detail refers to the statement after the background emerged. The writes found that Selena Gomez uses background and detail to motivate trust yourself.

“so I’m 21 and my mom had, my mom had me when she was 16. And I’m from Grand Prairie, Texas, and she worked four jobs and completely dedicated her life into making mine better. So, to me, she is the definition of a strong woman. And I love her so much. Because she’s taught me those values so much. Thank you.”(duration 1.11)

The background and details in Datum 1 “I’m 21 and my mom had, my mom had me when she was 16. And I’m from Grand Prairie, Texas,” the writer the sentence above shows the background and details spoken by the speaker to show background when she was 21.
years old and her mom had me when she was 16 years old, and her from grand Prairie, Texas. She shows details her mom. The other notion in microstructure after background and detail is the use of presupposition. In this stage of analysis, the researcher explored the staging of each presupposition. A speech consists of three large schemes. According to Van Dijk, the significance of the schematic is speaker ‘s strategy to support certain topics to be conveyed by arranging parts with specific sequences.

In the superstructure, there is schematic element. Schemata, on the other hand, are used to describe the whole of a discourse. The schema shows how the parts of the text arranged to form a unity of meaning. Scheme shows which parts are emphasized and which parts are hidden, as important parts strategy. The concealment is done by placing the part to be hidden at the end text. In a good speech is no exception, by giving our speech with a beginning, middle, and an end. The headline of this speech “Selena Gomez Trust Yourself Speech”.

In the opening, in this period of time the speaker must draw her attention audience and engage their interest in what the speaker has to say in her speech. “Hi, guys, how are you? So good to see you guys, so you guys having a good night? In Selena Gomez gives a speech in this opening part everyone's attention by saying hello and asking how they are doing. Honored to stand here and give a speech, she tells the story from her childhood to today. In the closing section, Selena Gomez end her speech by say “Thank you” to audience and give the hope statements, “Be proud of yourselves”. Her hope can inspire everyone to just trust yourself and to love and be loved. The analyzing of social cognition on the Selena Gomez speech is analyze as the following: (a) Mental Models, (b) Context Models. Mental models were presented by van Djik, Mental models are explained by memories in people's heads. They can relate to people's experiences, certain activities or events in which they participate.

According to Van Dijk, mental models can also have a schematic structure, namely the events of the schematic structure (device, actors, activities. Mental models can also be ideologically biased and can be input to discourse production. Ideologies influence social attitudes, which can influence the individual opinions of group members represented by certain mental models of people. When people engage in discourse, they may develop biased patterns according to their ideology. According to Van Dijk, there are several types of models or schemes that can be described, they are (1) Person Schemas, (2) Self Schemas, (3) Role Schemas. Person Schema that describes how a speaker describes and sees other people.

Selena Gomez tells about her mother, that she is the definition of a strong woman. And
her loves her so much, because she's taught me those values so much. Selena Gomez will be inspired audience for just trust yourself and say thank you for allowing she's come up and ramble and talk to audience. Social experiences are interactions with other people. Humans are innately social and thrive in communication, comradery and competition with others. Social experiences are required to develop communication and social skills. In this context, both positive and negative social experiences are potentially beneficial.

Selena Gomez shares her experiences in all the situations we see. Starting with acting and his dream of becoming an artist and he wants to fulfill his dream. She also shared her experience when a casting director told her that she was not strong enough to do a show on her own. And he believes that we have all proven that we may not have what it takes and people to support us, but that we want to be part of something big. And moreover, her experience is that she listens to the opinions of others and tries to change herself to be accepted by others, and she understands that we can never know how to be anything but ourselves.

E. CONCLUSION

The first structural analysis that is the macrostructure found in this study is thematic, the second microstructural analysis is developed because this part of the analysis included two types: syntactic style and semantic style. Although the superstructure that deals with graphs. Based on the first result, Selena uses a persuasive strategy. This is shown by all the topics presented by Selena Gomez. The first theme presented is the backstory. The microstructure results show that Selena Gomez is a coherent narrator, impression management makes the first impression, well wishes. Positive self-description also appears in each of her arguments, but the researchers also found that Selena tends to present positive perceptions of life. In addition, the use of pronouns is mostly to show that she is very grateful, which is represented by the pronouns 'and' and 'no', but Selena also expresses strength by using the pronoun 'me'. In fact, Selena's use of lexical choice also expresses the negative self-presentation of others by choosing bad words. The second, social cognition in Selena Gomez's Speech are the Social Cognition Approach on the Selena Gomez speech to analyze as the first mental model and the second context model. mental models have 3 types of models or schemes to be described, first person anxiety in this section Selena Gomez talks about her mother that her mother is the definition of the strongest woman. and Selena loves him very much, then the second one is the self-schemas in this section Selena Gomez will inspire the audience to believe in themselves and she says thank you for allowing her to come and chat and talk to the audience.

REFERENCES


