

ABSTRAK

Maskulinitas masih menjadi wajah utama perpolitikan Amerika Serikat. Pencalonan Hillary Clinton sebagai kandidat presiden perempuan pertama tak lepas dari stereotip dan ekspektasi peran gender tertentu. Kontestasi wacana mewarnai pemilihan presiden Amerika Serikat ke-45 dengan hadirnya lawan politik baru yakni Donald Trump. Skripsi ini menggunakan desain penelitian *literature review* atau kajian literatur yang diekstraksi dalam bentuk penelitian deskriptif kualitatif. Tujuannya untuk mengetahui bagaimana wajah maskulinitas politik Amerika Serikat selama pemilihan presiden Tahun 2016 melalui analisis wacana kritis Fairclough yang dinilai dari teks-teks pidato. Hasil menunjukkan bahwa terdapat struktur sosial yang sedang berusaha dilanggengkan akibat dari proses dominasi budaya politik yang maskulin di Amerika Serikat.

Kata Kunci: Maskulinitas Politik, Amerika Serikat, Analisis Wacana Kritis, Hillary Clinton, Donald Trump.

**THE FACE OF AMERICAN POLITICAL MASCULINITY (CRITICAL
DISCOURSE ANALYSIS ON DONALD TRUMP AND
HILLARY CLINTON IN THE 2016
PRESIDENTIAL ELECTION)**

ABSTRACT

Masculinity is still the main face of US politics. Hillary Clinton's candidacy as the first female presidential candidate cannot be separated from stereotypes and expectations of certain gender roles. Discourse contestation colored the 45th presidential election of the United States with the presence of a new political opponent, namely Donald Trump. This thesis uses a literature review research design that is extracted in the form of qualitative descriptive research. The aim is to find out how the face of political masculinity in the United States during the 2016 presidential election through Fairclough's critical discourse analysis assessed from speech texts. The results show that there is a social structure that is trying to be perpetuated as a result of the masculine political culture domination process in the United States.

Keywords: Political Masculinity, United States, Critical Discourse Analysis, Hillary Clinton, Donald Trump.