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## Islamophobia in an American studies approach as seen in Donald Trump's speech documentary videos

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### Abstract

*Donald Trump's rhetoric in his campaign was markedly different, his speeches on Islamophobia and anti-immigrant rhetoric became a big issue. Trump used the rhetoric of fear to induce his followers against Muslims and immigrants by linking to both groups with the terrorism issue. This article has aims to analyse Trump's speeches for protecting American people surrounded by the terror threat through an American studies framework. This research was under descriptively qualitative research supported by an interdisciplinary approach of American Studies. Theory of Conservatism and theory of Discursive Psychology were used to analyse American experiences of Islamophobia as seen from Donald Trump's speeches of documentary videos as the primary data. The completion of this research shows that American conservatives in the era of Donald Trump were strongly enough and the discourse psychological approach was designed to persuade. The discursive approach also allows for an understanding of how American identity, history, and values are both invoked and constructed. It is like American identity of conservatives who are proud of their nationality of Americans.*

**Keywords:** Islamophobia; Donald Trump; Conservative; Discursive Psychology

### INTRODUCTION

Islamophobia is a phenomenon related to notions of fear, hate, and anger. Fear is the main reason of Islamophobia associated with Islam, such as Mosque, Muslims, the Holy Qur'an, hijab, and other related Islamic issues in specific and textured ways in the context of the global War on Terror. Such a fear, it is pointed to some practices like men with beard having Muhammad in the first name or simply the names that sound Arabic and different types of dress or clothes. That means Islamophobia rests in people mind then makes people have xenophobic attitudes of intolerance and hatred. This kind of behaviour can absolutely explode into an

anger. Consequently, Islamophobia can manifest into violent acts. Muslims themselves are to be the target from the Islamophobes.

When examining negative views and perceptions of Muslims and Islam, a number of similarities emerge within America and Europe. The most glaring of these similarities occurs in the way Muslims have been represented in the media. The most controversy in the case of the French satirical magazine Charlie Hebdo produced satirical depictions of the Prophet Muhammad in 2012. In America, there was the 9/11 attacks and the ensuing al-Qaeda and ISIS (Esposito, 2019). Additionally, in the US, there was a mass shooting in San Bernardino in 2015 and Orlando in 2016 by Muslim perpetrators (Bakali, 2016). All those kinds of phenomena which are mentioned above, Muslims have been repeatedly presented as violent, misogynistic, radical, and inclined towards terrorism.

In America, the two vital terrorist attacks of 9/11 have affected American opinion. This paper highlights on Donald Trump's campaign which was to be the most radical shift of discussion about terrorism within media and politics occurred in December 2015 to October 2016 as new media tactics and Trump rhetoric surrounding terrorism. The styles of Trump's speeches in his campaign for the presidential election were greatly interesting because of their uniqueness. Trump's demagoguery and novel method for communicating with his followers had framed the terror threat and, in turn, eroded American society (Rubin, 2020). The era was known as Trump phenomenon (Hilberg, 2021). It could be, it was any strategy of conservative Trump for winning the election.

During presidential campaign, Trump claimed that the United States was under siege from refugees and immigrants that came from Mexican and Muslims. Muslim immigrants were to be a central issue during Trump's campaign in the American Presidential Election of 2016. It is a logical response because Islam is still assumed for some Americans as terrorists. Moreover, Muslims are a minority and Islamophobia describes an important social reality, especially in contexts of Muslim immigrants. Pessimistic and optimistic are two choices for Muslims. Hence Islamophobia is available advocacy concept in the public sphere as will advocacy movements in favour of respecting Islam and Muslim communities (Roose & Turner, 2019).

Besides Muslim immigrants, Islamophobia can also be connected with the issue of terrorism and media roles. Men with beard, veiled women, and a Middle Eastern look tend to lead people to think about Islam and terrorism. Physical appearance affects people at the first sight and gives impact on social interaction, mainly aftermath the tragedy of 9/11 (Fitriyani et al., 2015; Murti, 2019; Taramundi, 2015). The phenomenon of Islamophobia leads to the existence of global islamophobia (Hafez, 2020). In America, Christians are more likely to have low regard for Islam (Jung, 2012). Psychological researches on terrorism have also been done by some scholars (Moghaddam & Sardo, 2020; Corner & Gill, 2019; Bajo et al., 2018).

Islamophobia can also not be separated from the media roles. Media is as means for creating propaganda. This role puts media in a place of power to influence the public and how they perceive the news. Aftermath the tragedy of

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9/11 and other terrors, Islam is blamed for the scapegoat. The association between Islam and terrorist has become a frequent narrative. The contribution of Muslim sources to news is in a context of perceived negatively. The news stories about Muslim has found a consistently negative tone (Munnik, 2018). Islamophobia is also racism and discrimination against Muslims affecting the prosperity for young adult Muslims to identify as both Muslim and American (Hummel et al., 2020).

To address some of the gaps in the literature this study uniquely considers the Islamophobia issue under the American elite, Donald Trump for winning his presidential election as seen in the framework of American Studies. This article explores Trump's ideology of conservatism from his delivering speeches for campaign. His slogan "Make America Great Again" portrayed his proud of being American to be the super power nation again. It is undeniably true because Trump was a Republican who had a strong nationalism.

Trump, the GOP presidential candidate in the 2016 election was a Republican having a deep connection with conservatism. Conservatives tightly keep their traditions. Knowledge of the past is the spiritual substance of distinctively human. Therefore, the foundation of conservative is the belief that the good society has a reverence for proven values which guide the integration of new ideas through time-tested institutions. Tradition is nothing more than the concrete experience of this truth which is carried in common by the society.

Donald Trump, in his rally campaign, brought conservative values by saying, "We're gonna, we're gonna be so strong nation again and so smart again" (VoA Learning English, 2016)—Trump's speech at Atkinson Hampshire. Trump clearly showed his goal that he wanted to make strong nation again as John Winthrop's principal 'City Upon a Hill' in the making of America to be a strong nation. Therefore, conservatives prefer believing their beliefs in traditional values to accepting new changes. In this sense, the Puritans' beliefs denote to the philosophical values which lead to make a good society. Donald Trump like most Republicans in America had strong belief to be conservative and to maintain his American traditional values. In this article, the traditional values such as nationalism, Protestant work ethic, and individualism were reflected in Donald Trump's speeches.

But in some cases, Donald Trump's statements could trigger a controversy among conservatives. He was not a real conservative. He has adopted policies that have conservative backing like lower taxes, but his politics were all about himself for winning the battles (Goodheart, 2019). The controversy one of his speeches was about the ban on Muslims from entering in the United States. He had issued executive order that aimed to limit movement of certain majority Muslims and the authorities should be looking at mosques. This statement was awful because mosques were put at the centre of possible terrorist attacks.

Islamophobia in Trump's presidential campaign was a big phenomenon. He used it as any strategy for campaign to mobilize American voters. Choosing Islamophobia as his campaign strategy proved resonant and effective for

winning the election. Here, Trump's speeches were to be an interesting issue. This article is under American studies; hence it recapitulates the characteristic of American Studies. It is an interdisciplinary approach. Besides the discipline of sociology supported by the Theory of Conservatism, it also embraces to psychology by using the Theory of Discursive Psychology.

The issue of Islamophobia during the presidential election campaign of 2016 was passionately debatable. Discursive psychology therefore has a major role to play in understanding the debate (Goodman & Perry, 2018). It shows how an action-oriented approach to the Islamophobia can allow for a greater understanding of how arguments for and against Islamophobia are made, illustrated with Donald Trump's speeches in his campaign issuing the ban of Muslims and immigrants in the United States.

However, the discussion of Islamophobia is still focused on the effects and the experiences for Muslims. This study tries revealing Islamophobia seen from the framework of American Studies and based on the Trump's speeches as a conservative. Finally, there is a need to examine Islamophobia and Trump's speeches correlated with the analysis of American Studies through the theory of Conservatism and the theory of Discursive Psychology.

## **METHOD**

### **Type of research**

This research was methodologically descriptive qualitative research by gathering the data qualitatively and presenting them descriptively. It described a situation or area of interest factually and accurately. Qualitative research involves the studied use and collection of a variety of empirical materials – case study, personal experience, introspective, life story interview, observational, historical, interactional, and visual texts – that describe routine and problematic moments and meanings in individuals' lives (Denzin & Lincoln, 1994). Qualitative research is useful for explaining people's beliefs and behaviour, and for identifying the social or cultural norms of a group or society. Therefore, qualitative research is most suitable for addressing 'why' questions to explain and understand issues or 'how' questions that describe processes or behaviours (Cooper et al., 2012).

### **Source of data**

A major characteristic of qualitative research is to get a descriptive focus. The data collected in the form of words or pictures, rather than numbers. The written result of the research contains quotation from the data to illustrate and substantiate to presentation. The primary data of this research was from Donald Trump's speech documentary videos related with the case of Islamophobia. Those documentaries, mainly were from 2015 to 2016. Meanwhile, the secondary data were collected through the method of tracing process by seeing timeline of the event of Trump's speeches correlated with the issue of Islamophobia. Some books, articles, essays, newspaper, websites, and other theoretical writings concerning with the topic of analysis or research were used as the secondary data.

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### **Theoretical framework**

Since this research is a product of American Studies, it follows the characteristics of American Studies which has the main stream as an interdisciplinary study (Smith, 1980). The interdisciplinary approach is used to analyse American experiences from multidisciplinary perspectives, namely culture, sociology, and psychology. Theory of Conservatism and theory of Discursive Psychology were used to analyse and make a synthesis among them toward the phenomenon of Islamophobia in the era of Donald Trump. Furthermore, Islamophobia is a phenomenon in American society. It is not only as an American intellectual mind, but also as a hemispheric mind. Therefore, this research also uses a ‘transnational’ approach from John Carlos Rowe. He states that “the multicultural and multi-ethnic US cannot be understood adequately without considering its transnational sources, hemispheric interests, and global relations” (Rowe, 2012).

### **Data collection technique**

In the process of collecting data, there were some terminologies having the correlation with theme—Islamophobia, conservatism, and discursive. Data organizing contained three linked sub-processes: data identification, data classification, and data drawing or verification. These data were organized by descriptive-narrative started from the description of Islamophobia phenomenon to conservatism and discursive psychology. And finally, it was the description of the Islamophobia as seen in Trump’s speeches. The next step is classification. It deals with the classification among Trump’s speeches from 2015 to 2017. It was used to make a categorizing the result of identification into the unit of analysis as reflected in the objectives and the problem formulation as well as the main focus of Islamophobia in Trump’s presidential campaign and his first year of administration. The last step was verification or drawing. It copied the result of the identification and the classification.

### **Data analysis technique**

After organizing the data of research, data analysis was the final step from three collaborative steps in doing qualitative research. The researchers used qualitative research method because this method focuses on how and why people behave, think, and make meaning as they do, rather than highlighting on what people do or believe in a large scale. It investigates the smoother side of things to explore and describe focusing on words, descriptions, concepts or ideas. In this case, the researchers did the final step by watching the documentaries videos several times and took some notes correlated with the case of Islamophobia. Those notes could be words or statements that had the deep meanings or the key words. Then the researcher analyzed those scripts using the relevant theories that the researcher made before. It was under American studies issues so the researcher had to give the denotation and the deep meaning of the hidden symbols from the American documentary videos. And method of analyzing data that we used it, was Critical Discourse Analysis (CDA). Discourse analysis offers us a very useful toolbox for a structured and joint analysis of discourses and other structured, meaningful elements of the social. Meanwhile critique can help us understand the need to advance the analysis further so that it becomes real, transcending immanent critique (Herzog, 2016). In short, discourse analysis is all about analyzing



*Extract 1. Strong nation*

1. *To all American tonight, in all over cities in all over towns*
2. *I make this promise: we will make America strong again,*
3. *We will make America proud again,*
4. *We will make America safe again,*
5. *and we will make America great again. God bless you*  
(Trump, scene 01.03:22-01.04:09)

There are a number of noteworthy features of this section. Trump made promise to American people, mainly in Cleveland (line 1), ‘*strong again*’ (line 2), ‘*proud again*’ (line 3), ‘*safe again*’ (line 4), and ‘*great again*’ (line 5). The symbolic construction of common people in the populist rhetoric goes hand in hand with nationalist thinking. Like ‘the people’ the image of the strong nation is designed as a consoling fantasy meant to conjure up the vision of a national community that bestows togetherness and unity upon its citizens (Brandt, 2020). On the behalf of People during the campaign, it is often used by the elite to influence voters. Trump’s slogan ‘*Make America Great Again*’ expressed his proud of Americanist. As a Republican, he tightly kept traditional values of a super power country for protecting American and other nations. As can be seen in the next extract taken from Trump’s speech in Mount Pleasant, South California 7 December 2015.

*Extract 2. Great country*

1. *Thank you. Thank you so much. We start by paying our great respects to Pearl Harbor.*
2. *We don’t want that stuff*
3. *We don’t want World Trade Center*
4. *We don’t want that ever happening to us again.*  
(Trump, scene: 0:15-0:29)

Some conservatives believe that back to our great history as a super power country will push us to be nationalists. American conservatism is a situational definition, which sees conservatism as an attitude of resistance to change, a love of tradition, and a defense of the status quo. When people say they are liberals or conservatives, it is likely to reflect their feelings on, at least, some issues which refer to the reflection of their ideological self-placement. Therefore, ideological self-placement can serve as a useful symbol to people. It can serve as a short-hand symbol for a particular point of view. In this case, Trump portrayed himself as conservative who was a rich man of Elite group. He showed that America had been back to be a super power country by learning from bad experiences (line 2, line 3, line 4).

***Protestant Work Ethics—American Dream and individualism***

Hence conservatism is often associated with some traditional and established form of religion. It should not surprise to find that most religions are basically conservative. Conservatives tend to be religious and religious tend to be conservative. In our assumption, there are two reasons for answering the statement. First, the evangelical spirit has been and remains as important part of the American heritage. It was derived from missionaries like Roger William. And Christian-Protestants are still dominant in America recently. Second, conservatives mistrust reason, they often rely on irrational. The term irrational is not intended to imply that conservatives lack the rational or intellectual prowess of their opponents

but the term irrational only signifies persons who see severe limitations in people's ability to solve problems through the use of reason. While reason is thought useful for certain minor tasks, conservatives look instead to elements beyond their own control such as institutions, authority, tradition, and religion for answers to the most serious difficulties.

In this case of Trump, mainly his speeches in the documentary videos, we found that some speeches were dealing with the concept of individualism. It is about how we can be responsible by ourselves. It is a character of humans which affects humans in their acts and decisions. Moreover, it prioritizes themselves and dedicates their lives to protect and to achieve their own goals. It also denotes to the possessiveness on self-reliance and the profits on themselves. In his campaign rally in Atkinson 2016, Trump poured the values of individualism into the following statement.

*Extract 3. Individualism*

1. *We're fighting to unlock every American community and every American family and hope and pray and yearn for a better future.*
2. *I am asking you to dream big,*
3. *because with your vote we're just, can you believe this, four days away*
4. *We're four days away for the change you've been waiting for your entire life.*
5. *I'm ready. I'm ready.*

*(Trump, scene: 01.20:50-01.21:22)*

Not surprisingly, Trump stressed on the value of belief in the Christian work ethics, such as praying, togetherness in family or group, and individualism (line 1) '*American community and every American family and hope and pray*'. He stressed on hard work to get a better future. Americans also kept their traditions of American Dream. Any dream that they had to bring about it (line 2) '*I am asking you to dream big*'; '*can you believe this*' (line 3); '*you've been waiting for your entire life*' (line 4); '*I'm ready. I am ready*' (line 5). He also poured the values of individualism '*We're fighting to unlock every American community*' (line 1). Trump had a goal to unlock the potential of American having a meaning to give more chances for American to be independent individual by their own power. The efforts to pursue the dream in contemporary multiethnic society familiarly called American dream, it encompasses the diversity of aspirations and ways of life. There is no single American dream but rather a latitude of American dreams (Hauhart, 2016).

In his speech, Trump also stated that '*we are fighting for citizen who believes that government should serve the people, not the donors and not the special interest*' (Trump Speech in Atkinson, 2016). Trump stressed that the victory of American people in the election was people's privilege no any interfere with the donors and groups. Hence, he was not going to allow a special interest or even donor to control the government to be mutually fair for American and did not make any American to sacrifice the rights all prices. In his Inaugural speech in January 2017, Trump used the concept of invited behavior to show how he could unify the multicultural contemporary society to be one command. It was reflected in Donald Trump's Inaugural Speech (ABC News, 2017).

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*Extract 4. American Dream*

1. *We are one nation, and their pain is our pain.*
2. *Their dreams are our dreams, and their success will be our success*
3. *We share one heart, one home, and one glorious destiny*
4. *The oath of office I take today is an oath of allegiance to all Americans*  
(Trump, scene: 06:06-06:25)

**Discursive Psychology**

The second theory is the Discursive Psychology approach. It investigates how people practically manage psychological themes and concepts such as emotion, intent, or agency within talk and text, and to what ends (Molder, 2015). It also shows what it is in the speaker's or writer's use of language that results in particular understandings and interpretations of what is said or written. Donald Trump speech documentary videos are as the primary data which can be a revisioning of psychology concepts, such as attitudes, beliefs, and emotions as psychologically managed.

At first, discursive analysis studied how things and events come to be established as factual and objective. It enables us to explore the construction of meanings in human interaction. In our daily activities, we cannot hide with discourse analysis, even we are positioned as discourse analysts. We listen to others speak, we read texts, and we make meaning of, and interpret, what is said or written. We also attend to how something is said or written and can understand the same word, phrase, or sentence indifferent ways depending on the speaker's or writer's tone. For example, Trump's speeches would be understood not as indication of a speaker holding a conservative attitude; rather, it would be seen as a social action that was performed in a particular context with particular consequences.

In the following paragraphs, the researchers give extracts of Trump's speeches along with the discursive psychology analysis dealing with the phenomenon of Islamophobia and covering some cases, both Muslim Immigrants and terrorism.

***The ban of Muslim immigrants***

Muslim immigrants had become a hot issue during Trump's campaign rally from 2015 to 2016. They were assumed as terrorists since the terror attack of 9/11, 2001 and America announced official war against terrorism. Consequently, it made America change its security policy both domestic and international affairs. Since the security threat increased, discussion on migration transforms was to be national security issues, mainly in the form of reduced and tightened restrictions on immigrant's entry. Donald Trump viewed immigration as serious threat to the public safety, mainly in America and could create a serious economic pressure in the United States. Trump in his speech took place in Manchester, New Hampshire on June 13, 2016, aimed to counter radicalization and Islamic radical terrorist by renewing America's immigration policy.

*Extract 5. Muslim Immigrations-1*

1. *When I am elected, I will suspend immigration from areas of the world when there is a proven history of terrorism against the United States, Europe our allies, until we understand how to end this threat.*
2. *After a full, impartial and long overdue security assessment, we will develop responsible immigration policy that serves the interest and values of America*  
(Trump, scene: 15:14-15:43)

There are a number of noteworthy features of this section. First, Muslim immigrants are presented as a serious problem through the references to 'terrorism and threat' (line 1). Trump added an extra potency to his word. It was a serious issue from which Trump claimed 'we will develop responsible immigration policy' (line 2). The response, which is presented as offering that protection, is not attributed to him individually, but instead to the whole country 'that serves the interest and values of America' (line 2). By doing this, Trump is able to present support for protection of American people as a sensible response to the issues that he has just referred to and importantly, as consensual.

Trump positions himself as speaking on behalf of the entire nation, but the action of taking 'when I am elected' is positioned as being independent of him. The further reference to 'we will' (line 2) once more serves to position Trump as a typical American, who is speaking on behalf of everyone, in addition to the reference to 'security assessment' and 'serves the interest and value' which gives a specific moral identity worthy of protection. For Trump then, this is an issue of protection American people from terrors.

Returning to Trump's speech, towards the Islamophobia he showed his fear of terrors from Islam. He aimed to renew America's immigration policy especially against immigrants that affiliated with Islamic radical terrorist.

*Extract 6. Muslim Immigrations-2*

1. *So, remember this. So, listen. Donald Trump is calling for a total and complete shutdown of Muslims entering the United States until our country's representatives can figure out what the hell is going on*
2. *We have no choice*
3. *We have no choice, ...*
4. *... As part, think of that, as part of the global jihad.*
5. *They want to change your religion.*
6. *I don't think so. I don't think so. I don't think so.*
7. *Not going to happen. As part of their global jihad.*  
(Trump, scene:31:26-31:40)

Trump would create tight rules and would not allow people that have the same radical thoughts as terrorists do from entering the United States. Trump's language suggests that the campaign has only just started and will continue until the objective is met. The objective isn't presented as the ban of Muslim immigrants for the sake of it, but again Trump returns the idea of protection, 'shutdown of Muslims until our country's representatives can figure out what the hell is going on' (line 1), 'we have no choice' (line 2) and (line 3), and 'Not going to happen. As part of their global jihad' (line 7). Trump positions himself as speaking on behalf of all American citizens, signal the use of 'we' (line 1 and 2).

Moreover, Trump would also control the number of immigrants who came to America to prevent from growing of radical thoughts of spreading. He used the term '*global jihad*' (line 4 and 7) to trigger anti-Muslim sentiment. Trump suggested that America should not accept Muslim immigrants and refugees to America. He continued saying that those who searched refugee and shelter in the United States have intention of causing destruction and implant the fear in the American public. And Islamophobia is defined as anti-Muslim racism which addressed the word Islamophobia first time in 1997.

Trump's statements are full of references to psychological categories, such as 'emotions', 'felt', and 'grief') that are designed to perform actions. Trump does not offer an insight into what speakers 'truly' feel, but instead can be used to do things. Here, Trump is using this emotion talk in an attempt to spur the American public, which he is claiming to speak on behalf of, into supporting the ban of Muslim immigrants. Of particular note is Trump's reference to shared pain '*I don't think so. I don't think so. I don't think so*' (line 6) which works to position Obama again as typical of the American people who he not only understands, but shares feelings with.

### **Terrorism**

The 9/11 attacks in the United States, subsequent terrorist attacks in Europe and beyond were used to legitimate fear not only of the terrorists but also Islam and Muslims. Islamophobia can be characterized by the belief that Muslims are religious fanatics and have violent tendencies toward non-Muslims and reject the concept of equality, tolerance, and democracy. Fear of Islam more increased with the rise of ISIS. It arises from the Jihadist movement; ISIS holds a vision of purifying the Islamic community by attacking the Shi'a and other religious minorities in order to established a purified Sunni State in the Middle East.

Yet after Trump's approval of stereotypes and Islamophobic behavior and rhetoric, Muslims were faced serious threat and discrimination. They were linked to terrorism. Political rhetoric was one of factors contributing to anti-Muslim's hatred and discrimination. It was Islamophobic policy under Donald Trump's first year administration. Trump exercised his article II executive powers and enacted 'the protecting the nation from foreign terrorist entry into the United States.' This policy impacted major Muslim countries such as Libya, Yemen, Sudan, Iran, Syria and Somalia, because each of these countries was considered as sponsor of terrorism.

#### *Extract 7. Terrorism*

- 1. We will defeat Islamic terrorism just as we have defeated every threat we have faced at every age and before*
- 2. My administration will aggressively pursue joint and coalition military to crush and destroy ISIS.*
- 3. International corporation to cut off their funding, expanded intelligence sharing, and cyber warfare to disrupt and disable their propaganda and recruiting*  
(Donald Trump, scene: 00.25:41-00.26:11)
- 4. We will unite the civilized world against radical Islamic terrorism which we will eradicate completely from the face of the earth*  
(Trump Speech, scene: 41:22-41:29)

Trump aimed at eradicating radical Islam terrorism in the United States, one of them by tightening immigration policy (line 1). He assumed that every Muslim could be a terrorist. He would do operation against terrorists by doing collaboration with American allies to get radical Islamic terrorism away from the United States (line 2). In psychological aspect, Trump feared the radicalism of Islam—'will defeat Islamic terrorism' (line 1), 'will aggressively pursue joint' (line 2), 'to disrupt and disable' (line 3), 'will eradicate' (line 4). In fact, radicalization as a vocal and active opposition to fundamental values like democracy, rule of law and individual liberty (Scarcella et al., 2016). It is a myth blew up by digital popular media as a vehicle for Elites and policy makers to explore the process by which a terrorist is made. ISIS itself recruited for anyone who wanted to combat on behalf of its ideology.

Islamophobia was a part of public imagination. Islamophobia has a function to mobilize people in support of particular issues and over time becomes the catchword of a social movement. Islamophobia describes an important social reality, mainly in the contexts where Muslims are a minority. Muslims in America were shocked, upset, sad, and traumatized after the policy was implemented. Trump had no doubt to exploit it for political interest and this was one of the factors that won him to become the president of the United States. Islamophobia was no longer campaign strategy, but it became official policy. This policy was absolutely made as a step of protecting national security.

## **CONCLUSION**

American studies have the main characteristics of an interdisciplinary study to analyse about America and its people. This research finds that American phenomenon of Islamophobia could be studied through two disciplines—sociology and psychology supported by Critical Discourse Analysis. Donald Trump used the term of Islamophobia as a strategy for winning his campaign in The United States presidential election of 2016. Election is to be a great moment for major catalyst in the growth of Islamophobia in America. The first result shows that Donald Trump's speeches were greatly influenced by his ideology of a republican adopting conservative philosophy. Some of conservative values, were such as strong nation, Protestant work ethics, and traditional individualism. There is any dilemma in conservative thought. On the whole, conservatives believe governmental power should be reduced and individuals should make their own way in the world (Note: the similarity to traditional capitalism). But there is an ambivalence here. Government power to support traditional moral standards and limit an individual's freedom regarding them is perfectly acceptable to conservatives. It was like Trump's policy for national security triggering the escalation of Islamophobia in America.

As the last result, the analysis has demonstrated a number of benefits of utilising a discourse psychological approach to explore Islamophobia correlated with Donald Trump's speech documentary videos. This analysis has highlighted some the ways in which talk about Islamophobia is designed to persuade American voters, for example, in extract 5 to 7, Trump highlighted the national security from terrorism and radicalization. The discursive approach also allows for an understanding of how American identity, history and values are both invoked and constructed. It is like American identity of conservatives who are proud of their

great nation as Americans, and the approach of trans-national framework in American studies can be an alternative issue for other researchers in the future.

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**Conflict of Interest Statement:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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