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**A CRITICAL DISCOURSE ANALYSIS OF RHETORICAL POWER IN THE
TEXT OF “I HAVE A DREAM” BY DR. MARTIN LUTHER KING, JR.**

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Abstract

I Have A Dream speech by Dr. Martin Luther King, Jr. has changed the life of African-Americans in American society. There are two purposes of this study: to figure out the historical background and rhetorical power of Martin Luther King on his people and to find out the African-American ideology in the text of I Have A Dream. The research method of the study is library research. The analysis is done based on Fairclough's 3 Dimensional Frameworks, rhetorical devices, and Structure of Ideology by Dijk. Results show that I Have A Dream speech has a strong rhetorical power by creating the mood of close relationship with the audience, emphasizing the arguments with the credible documents, and establishing the emotional appeals with the audience; and ideological purpose influences the text because it constructs the content of the text through the self-identity, goal, identity, norm and values, position and relation, and resource descriptions.

Keywords: *I Have A Dream, Justice, Freedom, Rhetorical Power, Ideology*

Abstrak

Pidato *I Have A Dream* oleh Dr. Martin Luther King, Jr. telah mengubah hidup African-American di dalam masyarakat Amerika. Penelitian ini memiliki dua tujuan: mengungkap latar belakang historical dan kekuatan retorika Martin Luther King terhadap kaumnya dan menemukan tujuan ideologi kaum African-American dalam isi teks *I Have A Dream*. Metode penelitian yang digunakan adalah penelitian pustaka. Analisis dilakukan berdasarkan tiga kerangka dimensional oleh Fairclough, perangkat-perangkat retorika, dan struktur ideology oleh Dijk. Hasil penelitian menunjukkan bahwa teks pidato *I Have A Dream* memiliki kekuatan retorika yang kuat dengan membuat suasana hubungan yang akrab dengan pendengar, menekankan argumen-argumen yang didukung sumber terpercaya, dan membangun emosi pendengar; dan tujuan ideologi mempengaruhi teks karena tujuan ideologi membentuk isi teks melalui deskripsi identitas diri, tujuan, identitas, norma dan nilai, posisi dan relasi, dan sumber.

Kata Kunci: *I Have A Dream, Keadilan, Kebebasan, Kekuatan Retorika, Ideologi*