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NPD DEPICTION ON DONALD TRUMP IN THE DEBATE WITH KAMALA HARRIS: CONTENT ANALYSIS DESIGN

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Abstrak

Narcissistic Personality Disorder (NPD) merupakan suatu gejala seseorang yang menganggap dirinya lebih unggul dari orang lain, haus akan pujian dari orang lain, dan memiliki sedikit atau tidak ada empati terhadap orang lain. Kita dapat menggunakan akronim SPECIAL ME untuk mengingat sembilan ciri NPD: Merasa penting diri sendiri, Terobsesi dengan kekuasaan, kecantikan, atau kesuksesan, Berhak, Hanya dapat berada di sekitar orang penting, Eksploitatif secara interpersonal untuk keuntungan mereka sendiri, Sombong, Kurang empati, Harus dikagumi, Iri pada orang lain atau percaya bahwa orang lain iri pada mereka. Banyak klinisi berorientasi psikososialis menganggapnya sebagai produk era dan sistem nilai saat ini (A. W. Lesari, 2023). Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif. Pendekatan yang digunakan dalam penelitian ini adalah fenomenologis. Fenomenologi: berupaya menangkap, mempelajari, dan memahami fenomena dan konteks unik yang dialami individu hingga tingkat keyakinan individu yang bersangkutan (Padli, 2021). Penelitian ini menganalisis data transkrip debat antara Trump dan Harris dengan menggunakan desain analisis isi. Menurut Holsti, metode analisis isi merupakan suatu teknik untuk menyimpulkan dengan cara mengidentifikasi secara objektif, sistematis, dan umum berbagai karakteristik khusus suatu pesan (Asuti et al., 2023). Sumber data yang digunakan adalah naskah debat kampanye presiden AS antara Donald Trump dan Kamala Harris. Dari 110 data yang terkumpul, 64 pernyataan Donald Trump mengandung unsur karangnya empati dan arogansi. Sebanyak 47 data pernyataan Donald Trump mengandung unsur rasa penting diri yang berlebihan, kebutuhan akan kekaguman, kesoyikan dengan kekuasaan, keindahan, atau kesuksesan, merasa berhak, sombong, dan harus dikagumi. Kecenderungan tersebut terlihat pada pernyataan-pernyataan Donald Trump saat debat capres bersama Kamala Harris, baik dalam menjawab pertanyaan dari pemirsa secara maupun menanggapi pernyataan dari Kamala Harris.

Kata kunci: Narcissistic Personality Disorder (NPD), debat kampanye presiden AS, Donald Trump, Kualitatif, Desain analisis konten

Abstract

Narcissistic Personality Disorder (NPD) is a symptom of someone considering themselves superior to others, thirsting for praise from others, and having little or no empathy for others. we can use the acronym SPECIAL ME to remember the nine traits of NPD: Sense of self-importance, Preoccupation with power, beauty, or success, Entitled, Can only be around important people, Interpersonally exploitative for their gain, Arrogant, Lack empathy, Must be admired, Envious of others or believe that

others are envious of them. Many psychoanalytically oriented clinicians consider it a product of the current era and value system (A. W. Lestari, 2023). The research method used in this study is qualitative. The approach used in this study is phenomenological. Phenomenology seeks to uncover, study, and understand phenomena and their unique contexts experienced by individuals to the level of beliefs of the individual concerned (Fajdi, 2021). This study analyzes the transcript data of the debate between Trump and Harris using a content analysis design. According to Holsti, the content analysis method is a technique for concluding by objectively, systematically, and generally identifying various specific characteristics of a message (Asuti et al., 2023). The data source used is the script of the US presidential campaign debate between Donald Trump and Kamala Harris. From 110 data collected, 64 of Donald Trump's statements contain elements of a lack of empathy and arrogance. 47 data of Donald Trump's statements contain an exaggerated sense of self-importance, a need for admiration, Preoccupation with power, beauty, or success, Entitled, Arrogant, and Must be admired. This tendency can be seen in Donald Trump's statements during the presidential debate with Kamala Harris, either in answering questions from the host or responding to statements from Kamala Harris.

Keywords: Narcissistic Personality Disorder (NPD), US presidential campaign debate, Donald Trump, Qualitative, Content analysis design.

1. Introduction

Narcissistic Personality Disorder (NPD) is a symptom of someone considering themselves superior to others, thirsting for praise from others, and having little or no empathy for others. Narcissistic personality disorder (NPD) is characterized by an exaggerated sense of self-importance, a need for admiration, and a lack of empathy for other people (Odiade, 2020). If someone feels that they are superior to others, they always want praise and have no empathy for others; it is a tendency that the person has Narcissistic Personality Disorder (NPD). People with narcissistic disorders have the habit of always trying to appear to be the greatest and seeing themselves in the big picture (A. W. Lestari, 2023). People with this personality disorder will always try to show the advantages that are in them; even though the advantages are not much, they are still highlighted as an expression that they are superior to others.

Speaking is an activity carried out by humans to deliver or provide information to other parties. In the activity of speaking, the meaning and intention of the speaker will be depicted. One example of speaking is uttering discourse. As conveyed by Yuliana et al. (Yuliana et al., 2018) in their article entitled TRANSITIVITY AND IDEOLOGY IN DONALD TRUMP CAMPAIGN SPEECH, it states that discourse is a collection of utterances or writings that contain beliefs and values. So, it means that when an individual speaks like a discourse, there will be a value and belief from the speaker in the delivered discourse. The discourse uttered or published must have a certain intention or purpose, like as a defender on behalf of the people of media hegemony, refuting, debating, deceiving, or other actions that are expressed consciously and in a controlled manner (Yuliana et al., 2018).

In delivering discourse, a speaker consciously or unconsciously conveys what is in his soul, the speaker's personality. Henry Guntur Tarigan (1984: 15) in Ali's article stated that speaking is one of the productive oral speaking skills because in the activity of the person who speaks is required to produce an oral presentation that is a reflection of his ideas, feelings, and thoughts (Ali, 2015). So, in speaking, delivering discourse is an expression of the speaker's soul and also the speaker's goals or desires toward the listener. However, it will not necessarily always be depicted in the speech or discourse delivered. The intent and purpose of the discourse are usually not immediately displayed on the surface of discourse, especially in oral discourse (less explicit) (Yuliana et al., 2018).

2. Literature Review

Discourse

Language as a communication means that language is a series of systematic sounds, in the form of symbols, arbitrary, meaningful, conventional, unique, universal, productive, varied, dynamic, humane, and a social interaction tool that replaces individuals in stating something or expressing themselves to interlocutors in a social group as a means of communication and the identity of the speaker (Nocrminzah, 2020). It can be seen that writing is stating or expressing something. So, it is clear that by using language, humans not only convey the goals depicted in the sentences or sentences used but also express what the speaker wants and the self-expression of the speaker himself.

Not only from how he acts but from how he speaks or says a sentence or arrangement of sentences to his listeners, indirectly the speaker expresses who and what the speaker himself is. It is in line with what Mailani et al. wrote in their article (Mailani et al., 2022). They cannot interact easily and well if they do not master each other's language and in the absence of this continuity they also cannot capture the emotional expressions or desires expressed by their communication partners.

Based on Wijayanti's article (Wijayanti, 2022), entitled *Wacana Stand Up Comedy sebagai Media Kritik*, states that according to (Chair, 2012), a complete language unit that has a high position in the grammatical hierarchy cannot be separated from discourse. This definition is in line with (Oktavia Zulyandari, 2019), which states that the completeness of a linguistic element is complex and is called discourse. Phonemes, morphemes, words, phrases, clauses, sentences, and collections of paragraphs form discourse. So, it can be concluded that when someone communicates in any form, it is called discourse.

Discourse is a completely structured and interconnected form of language, because each sentence form has an interrelated meaning. In speaking, we will be able to see the personality of the speaker and we will also be able to see the character and soul of the person delivering the sentence. In line with what Halid et al. (2011) said in Pratikno's article (Pratikno, 2023), stating that the use of such language reflects the personality of a virtuous speaker. So, whatever form of language the speaker uses, the speaker's personality will be reflected.

Excessive Language

The development of social media has now grown rapidly. Unfortunately, the rapid development of social media is not in line with the development of its users' thinking. Many social media users misuse social media for personal gain. Social media is also not free from mistakes. Many social media users publish posts or videos that depict something more than they should. "Social media is well known as a space where language use can be felt as excessive, hate speech, trolling or cyberbullying are all phenomena showing how online communities have to deal with verbal violence and excess in their communicative practices" (Dias, 2023). Social media has now become a home not only for positive things but also for negative things. There has been too much use of social media to spread hatred, provoke readers or people who see it, or spy on certain people's actions. Unfortunately, social media also publishes videos or posts with elements like that. The proper use of social media has now shifted.

Social media is an online media, with its users being able to easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds (Siregar, 2021). According to Siregar, the initial purpose of social media, based on several expert opinions, was as a means for its users to interact, share with each other, and create activities or content carried out via the internet. These users can share and interact with each other on what has been shared previously. However, now, it has shifted. Social media is also used to spread negative things to its audience.

Excessive language used can also be a negative thing that can influence. "Webster's EUD (1989: 496-497) describes the meaning of excessive as "exceeding the usual or proper limit

or degree; characterized by excess" and gives the following synonyms: "immoderate, extravagant, extreme, inordinate, exorbitant, outrageous, unreasonable, disproportionate" (Buchart et al., 2023). Based on the quote from Buchart et al., from Webster's EUD, it is stated that something excessive has a character that exceeds what it should be or the actual limits that have been understood. When people are told nicely, but the response they get is an expression of emotion, this can be considered excessive. So something expressed is depicted inappropriately, extremely, more than usual, and rude or unreasonable is considered excessive, so is language.

The language used in speaking or responding is depicted excessively, inappropriately, emotionally, extremely, more than usual, rudely, and unreasonably, and is considered excessive. In social media, many words used by social media users, or from videos posted, are excessive. "Excess can only be defined regarding a norm or an expectation" (Dias, 2023). In describing what is excessive, based on Dias' article, it is seen from the existing norms and what expectations are desired. Based on norms, if the language behavior shown is considered wrong, bad, or negative, the language used is considered excessive. If, in terms of expectations, the language behavior shown by the person does not comply with the standards of goodness generally accepted by society, it means that the person is using excessive language. Behavior can be seen from the theory of planned behavior. The Theory of Planned Behavior is used to see what influences a person to act or behave. Looking at what has happened or been inputted in previous lives (Sianipar, 2025). When someone is treated well, their expectations should also be good. If it turns out that the results given are different, it is considered excessive.

When someone speaks without complying with existing rules, it is considered excessive language. "The phrase excessive language consequently refers to a use of language or a communicative behaviour that consciously or unconsciously violates and ignores the basic principles of interpersonal appropriateness, the rules of mutual respect, the precept of saving face and politeness, the norms of reasonable coexistence, the renunciation of (verbal and physical) violence in dealing with fellow human beings, i.e., the prerequisites for cooperative behaviour" (Buchart et al., 2023). When someone communicates to speak or respond to someone, the person uses excessive phrases or language structures such as those that are rude and violate or ignore the basic principles of propriety in communicating with others, rules regarding mutual respect for one another, ignoring norms of politeness, norms of living side by side as they should, the person is considered to have used excessive language.

Narcissistic Personality Disorder (NPD)

Narcissistic is a word from Greek mythology, a person named Narcissus. Based on the story, Narcissus was a handsome young man in the Greek era, famous for his handsomeness. No one could conquer him because he felt he was the most handsome. One day, Narcissus fell in love with the reflection he saw above the water. So, he felt that he was the only one he loved, so he always failed to maintain relationships with other people. Finally, he gave up and chose to commit suicide because no one could fulfill his desire to be loved like he loved the reflection of his face above the water.

The story above shows that when someone praises himself, he will get experience if he is excessive considers himself the most ideal, and has difficulty forming relationships with others. It does not feel like he is annoying, but the people around him can feel it (A. W. Lestari, 2023). It is what happens when someone has a narcissistic disorder. He will find it difficult to maintain relationships with other people, will only see that he is the most correct and appropriate, and will not be able to see and feel when other people are uncomfortable with him.

Narcissistic Personality Disorder (NPD), according to experts, is a manifestation of the current situation and also formed due to the rules that exist in society today. The depiction of narcissistic personality disorder begins with various modern psychoanalytic articles. Many psychoanalytically oriented clinicians consider it a product of the current era and value

system (A. W. Lestari, 2023). So, it is undeniable that nowadays, more and more people feel that they are better than others; more and more people do not empathize with others and always assume that what they know and think is right.

The understanding of someone having NPD is also clearly illustrated in the article by Zuriati et al. (Zuriati et al., 2024), entitled *The Depiction of Narcissistic Personality Disorder of Elizabeth Halsey as Found in Bad Teacher Movie*, which states that According to (Resenthal, 2022), we can use the acronym SPECIAL ME to remember the nine traits of NPD: Sense of self-importance, Preoccupation with power, beauty, or success, Entitled, Can only be around important people, Interpersonally exploitative for their gain, Arrogant, Lack empathy, Must be admired, Envious of others or believe that others are envious of them. These nine traits are considered the main traits of people with NPD. This form was reflected in the US President before President Joe Biden, namely Donald Trump.

Based on Kellner's writing (Kellner, 2018) entitled *Donald Trump as Authoritarian Populist: A Frommian Analysis*, in the book *Critical theory and authoritarian populism* states that Trump, in Freudian terms used by Fromm, can be seen as the Id of American politics, often driven by sheer aggression, narcissism, and rage. If someone criticizes him, they can be sure of being attacked back, often brutally. From Kellner's opinion, it is clear that Trump does have elements of narcissistic personality disorder. Kellner even calls Trump the Id of American politics. So, word Id itself means it is a basic character possessed by humans where this character has existed since birth. It is hereditary where Id tends to want a channel for every desire that is owned.

Siswanto (2005:38-39), also argues that this character does not know fear and anxiety, so careful action is not needed to channel desires * (P. Lestari & Permama, 2023). From this article, it is clear that Trump is not a person who is afraid to act to channel what he feels and thinks. Trump does not see that other people need to have their feelings protected so as not to cause hurt feelings. This study attempts to provide a more concrete explanation of the words uttered by Trump when he debated with Kamila during the presidential debate in the United States during the new United States Presidential election campaign.

3. Research Method

The research method used in this study is qualitative. Based on Aminuddin, in Harahap's book (Harahap, 2020) entitled *Buku Metodologi Penelitian Kualitatif*, states that qualitative research is research based on an inductive thought pattern. It is also based on objective participatory observation of a social symptom (phenomenon). Qualitative research is research that investigates phenomena that occur in the world today.

Meanwhile, inductive thinking uses the researcher's logical way of thinking, which begins with observing when the phenomenon occurs, conducting analysis, providing literature support from the results of the analysis, and finally drawing conclusions. The approach used in this study is phenomenological. Phenomenology; seeks to uncover, study, and understand phenomena and their unique contexts experienced by individuals to the level of beliefs of the individual concerned (Fadli, 2021). The data source used is the script of the United States presidential campaign debate between Donald Trump and Kamila Harris to find out and dissect which of Trump's statements express Narcissistic Personality Disorder (NPD).

The transcript data of the Trump-Harris debate was analyzed using the Content Analysis Design. According to Holsti, the content analysis method is a technique for concluding by objectively, systematically, and generally identifying various specific characteristics of a message (Astuti et al., 2023). Objective means according to rules or procedures that, if implemented by other people (researchers) can produce similar conclusions. Systematic means

that the content or categories are determined according to rules applied consistently, including ensuring data selection and coding so that it is not biased.

Generalist means that findings must have theoretical references. Information obtained from the content analysis can be linked to other attributes of the document and has high theoretical relevance" (Sitarsari, 2022). The steps in analyzing this study began with (1) formulating research questions and hypotheses, (2) sampling selected data sources, (3) creating categories used in the analysis, (4) recording a sample of selected documents and coding, (5) creating scales and items based on certain criteria for data collection, and (6) interpreting the data obtained (Sitarsari, 2022).

4. Results and Discussion

4.1. Data Script

The script used as a data source is the script of the debate between Presidential Candidate Donald Trump and Presidential Candidate Kamala Harris, which took place on September 11, 2024. From this data source, the script of the debate between the candidates for President of the United States obtained 111 data. All of these data are statements by Donald Trump that imply elements of Narcissistic Personality Disorder (NPD). This data was chosen because this study aims to show that Donald Trump has the personality disorder mentioned earlier. The researcher assumes this because there has been much news about Donald Trump containing his quite controversial actions. In 2021, Donald Trump mobilized the masses to carry out a rebellion. The shooting was aimed at Donald Trump while he was campaigning a few months ago, and many believe that it was engineered to increase his electability.

Donald Trump is a former President of the United States for the 2017-2021 period. Donald Trump was inaugurated as the 45th President of the United States in November 2016 through a landslide election victory, with more than 2,600 precincts voting for him. Amazingly, more than 62 million Americans supported and voted for Donald Trump. This achievement also made history in implementing elections in the United States. However, in 2019, the United States House of Representatives filed a motion to dismiss Donald Trump as President. It was related to allegations of obstructing Congress and abuse of power that Donald Trump had committed. However, the Senate decided to acquit Donald Trump regarding this matter. Not only once, Donald Trump has also received another motion to dismiss him as President from the United States House of Representatives. This situation occurred in early 2021 because Donald Trump had incited a rebellion. (Malaysia, 2024)

Kamala Harris became an international conversation topic after presidential candidate Joe Biden withdrew from the 2024 US presidential election. Kamala Harris, who now has Joe Biden's full support to run as a presidential candidate, is the current vice president. With this support, Kamala admitted she was honored and determined to defeat Donald Trump in the upcoming US presidential election. "I am honored to have the President's support and I intend to earn and win this nomination. I will do everything in my power to unite the Democratic Party and unite our nation to defeat Donald Trump", she said in a statement reported by AFP on Monday (22/7/2024). Kamala Harris is not a new name in US presidential contests. She is the incumbent vice president who won the 2020 US presidential election with Joe Biden, defeating Donald Trump (Zulfikar, 2024).

This script was chosen by the researcher because, in the debate, there were many sentences uttered by Donald Trump that implied and described a personality that implied Donald Trump had a character as someone who had Narcissistic Personality Disorder (NPD). The article by Zuriati et al. (Zuriati et al., 2024), entitled The Depiction of Narcissistic Personality Disorder of Elizabeth Halsey as Found in Bad Teacher Movie, states that the nine traits of NPD: Sense

of self-importance, Preoccupation with power, beauty, or success, Entitled, Can only be around important people, Interpersonally exploitative for their gain, Arrogant, Lack empathy, Must be admired, Envious of others or believe that others are envious of them. These nine traits are considered the main traits of people with NPD. From the data that was gathered, the researcher divided the data into two parts; part one, *Sense of self-importance; Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired*. This data related with the inner person itself. Part two, *Lack of empathy; Envious of others or believe that others are envious of them; Can only be around important people; Interpersonally exploitative for their own gain*. This data related with other person (from the outside of the person itself).

There are many of Donald Trump's statements in answering questions from the host and responding to Kamala Harris' statements that contain elements of *Sense of self-importance; Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired* table. For example: *"in some cases I took in billions and billions of dollars as you know from China, I created one of the greatest economies in the history of our country I'll do it again and even better, people give me credit for rebuilding the military they give me credit for a lot of things, many of those professors the top professors think my plan is brilliant it's a great plan"*.

Sense of self-importance; Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired

No	Description (Example statement)	Table	Comments	Thematic analysis indicators
1	in some cases I took in billions and billions of dollars as you know from China	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired
2	when I had a great military strategy that no other had	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired
3	I created one of the greatest economies in the history of our country I'll do it again and even better	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired
4	Millions are there willing to do as much more as in the past	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired
5	I could a great economy like what	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired	Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired

Figure 1. *Sense of self-importance; Preoccupation with power, beauty, or success; Entitled; Arrogant; Must be admired* table

From several examples of statements uttered by Donald Trump above, it is illustrated that Donald Trump feels that he has achieved great success when he was in power. He feels that the government he led before has greatly benefited the country, restoring the American economy. He also feels that what he has done before has been recognized by the American people and that it is his success in leading as President, such as having made the American military force better and stronger. Donald Trump is also confident and convinced that many professors in the country admit that the ideas he will implement when he becomes President later are great and brilliant.

In addition, there are also statements by Donald Trump that describe his character as a *lack of empathy for other people and arrogant*. Such as: *"she's a Marxist; everybody knows she's a Marxist. Her father's a Marxist professor in economics, and he taught her well, I think probably her boss. If you call him a boss, he spends all his time on the beach, this country doesn't have a chance of success not only success will end up being Venezuela on steroids"*.

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aspects of the linguistic form of each user, emoticons and the variety of language used (Indonesian, regional languages and foreign languages)" (Wibawani & Rohman, 2023).

From the collected data, it is seen that Donald Trump also uses these language features in expressing the narcissistic nature that is within him. Such as, "In some cases, I took in billions and billions of dollars, as you know, from China. I created one of the greatest economies in the history of our country. I'll do it again, and even better, she's a Marxist; everybody knows she's a Marxist her father's a Marxist professor in economics, and he taught her well". In this example, we can see that the language features used by Donald Trump are language structures that show his masculine side by showing the abilities and greatness he has demonstrated in office.

Trump also stated; "That their economy was terrible, she has destroyed our country with policy that's insane, I don't know, I don't know, I mean, all I can say is I read where she was not black that she put out, and I'll say that and then I read that she was black and that's okay either one was okay with me that's up to her". From these sentences, it is clear that the language features used by Donald Trump reflect the language features of men, namely, using complete sentence structures. In the sentences above, one sentence uses the word black. This word is one of the words that have a rude and racist element in America. By using this word, Donald Trump shows he does not hesitate to use taboo words. This reflects the language features generally used by Men.

Theme and Category		
Theme	Category	Frequency
Narcissistic Personality Disorder (NPD)	Lack of self-impairment	44
	Preoccupation with power	12
	Need for constant feedback	10
	Arrogance	10
	Much too self-focused	17
	Lack of empathy	20
	Envy of others or belief that others are envious of them	10
	Can only be moved under self-prodding	4
	Interpersonally manipulative for their own gain	10

Figure 3. Theme and categories of Content Analysis operational results table

From the theme and category results table, it can be seen that almost all of the NPD criteria have a high frequency of appearance, only can only be around important people which has a frequency of appearance of 4 times. The rest of them has a frequency of appearance 10 times and above. From this table it can be concluded that Donald Trump is indeed indicated to have Narcissistic Personality Disorder (NPD)

5. Conclusion

From the data collected above, it can be concluded that Donald Trump is indeed proven to have Narcissistic Personality Disorder (NPD). This tendency can be seen in Donald Trump's statements during the presidential debate with Kamala Harris, either in answering questions

from the host or responding to Kamala Harris' statements. There have also been many studies, articles, titles, and writings that already exist describing Donald Trump as someone with Narcissistic Personality Disorder (NPD). This writing can also strengthen previous articles and writings. This writing only decides the disorder based on the sentences Donald Trump speaks. This writing is also strengthened by the language features that are generally used. To discover the truth, further research is needed, especially from Donald Trump.

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