A Study on Donald Trump Twitter Remark: A Case Study on the Attack of Capitol Hill

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Abstract

Twitter has grown in popularity as one of the most popular means of political communication. Trump was known as one of the platform's most prolific politician users [1]. Prior to the 2020 election, Trump tweeted a series of false allegations regarding the election and continues to do so even after the election. After two months of constant attack and accusations, on 6th January 2021 Capitol Hill was attacked by his supporters. Hours before the attack, Trump ended up his speech at the 'Save America Rally" by calling for his supporters to march towards the Congress and eventually, a riot broke out at Capitol Hill [2]. Therefore, this research will explore and identify how Trump uses Twitter to sets his agenda and propagate his allegation of electoral fraud prior to the insurrection. By using qualitative research method, this study succeeded in identifying Trump's agenda-setting and was well received by his supporters which resulted in the storming of Capitol Hill. This research concluded that agenda-setting through social media is applicable when a politician created an issue to be debated by the mainstream media and the public. The study also found that social media can evoke emotional reactions that caused real-life threats and property destruction.

Keywords: *Agenda-Setting, Social Media Election, Framing, Propaganda, Political Communication, Trumpism*

1.0 Introduction

In the past decade, social media has evolved as a forum for news and political debate [3]. Political actors have extensively used the new digital channels to reach large spectators, increase awareness of their problems, advance their views, rally followers, and gain real-time input [4]. Some research proposed that social media behaviours are closely linked to election results, which seem to encourage political candidates to manage several social media accounts during election campaigns. Twitter, in particular, has become a requirement as a political campaign tool [3]. During President Obama's campaign, they effectively mobilised young voters by using Twitter to push Obama's agendas [5]. Twitter allows candidates to share their opinions and measure the voter's reaction without going through the traditional gatekeeping process [7]. In addition, people usually shared or retweet political tweets, which are then picked up by journalists, determining their news agenda and coverage.

A significant aspect of Twitter's impact on the media landscape involves how Twitter affects political discourse and the public sphere, especially in the United States. Twitter has emerged as a platform for anyone with a smartphone to engage in political discussions. In addition to that, Twitter also serves as a public platform for politicians to communicate and organize effectively online and share their opinions and directly connect with supporters [4]. Donald Trump's rise to power as the 45th

President of the United States of America in 2016 surprised many, and the main factor that contributed to his victory was Twitter [6]. He's known as one of the platform's most prolific politician users, expressing himself before a broad audience [1]. The majority of previous research on Trump's Twitter usage has focused on how Trump used Twitter to win the 2016 election [8], as well as the role of social media in presidential campaigns [10], [11], [12].

6th January 2021, the symbol and the heart of democracy of the United States, the United States Capitol, was under attack. The attack was not from a foreign military or a terrorist group but American citizens themselves. Hours before the attack, the former President saw ending up his speeches at the 'Save America Rally" by calling for his supporters to march towards the Congress. The call for arms echoes through social media, summoning all his supporters to join the protest and eventually attack Capitol Hill. What happened that day can be described as an act of coup, domestic terrorism with an objective to shattered and destroy democracy by an act of violence [13]. The attack aimed to disrupt the process of democracy from taking place, which was during the joint session of Congress to count the Electoral College vote to validate Joe Biden's victory in the presidential election and the attack has caused the Capitol Building to be placed under lockdown after hundreds of Trump supporters storm the building [14]. Despite the incident, members of Congress returned and continued the vote-counting session [15]. One of the main reasons for the attack to happen was a result of the recently held Presidential Election.

The outcome of the election saw Donald Trump losing to Joe Biden. Joe Biden was declared the winner as he received a total of 81.3 million votes (51.3%) compared to Donald Trump, who received 74.2 million votes (46.8%). Joe Biden won The Electoral College vote by 306 to 232 [16]. Donald Trump has always been known as one of the platform's most prolific politician users, expressing himself before a broad audience [17]. Trump has been active on Twitter even before running for the 2016 presidential election. Based on webpage tweetbinder.com before his account @realdonaldtrump being permanently suspended on 8th January 2021, Trump has 88,936,841 followers, made 46,919 tweets, 12,634 retweets, received 389,842,552 retweets and 1,659,180,779 likes [9].

Thus, this study will focus on Twitter as the unit of analysis since it is Trump's most used social media. Scholars agreed that Trump is a master in using Twitter, and he used it differently from others before him hence, disrupted the traditional flow of media [18], [19], [4], [6]. In addition, [1] stated that Trump has successfully utilised Twitter to bypass mainstream media to disseminate his political view and issues directly to the people making Twitter the best platform for political debate. Social media plays a vital role in creating a brand image for politicians and has the ability to influence both people and media, eventually setting the news agenda in mainstream media. [20].

Insurrection at Capitol Hill can be considered an unprecedented event, and there are only a few studies related to the incident [21], [22], as compared to studies on how he uses Twitter to win the 2016 U.S. Presidential Election [4], [8], [18], [23], [12], [6], [24], [25]. Hence, there is a need to explore further and investigate the subject as it is a gap in knowledge. This study will try to fill the gap by studying the remarks made by Trump through his Twitter account and how it relates to the insurrection of the Capitol Hill. Did Trump, through his Twitter remarks, incite his supporters to the insurrection of Capitol Hill? Trump's tweets were his real thoughts, not from a designated Public Relations team. Therefore, it is crucial to understand and learn how Trump used Twitter to construct his agenda, how he framed the whole situation, and what technique he used to propagate his ideology and belief to influence his supporters. By understanding this matter, hopefully, this study can contribute to understanding how social media is being used as a political communication tool in influencing and shaping people's perceptions.

This study will be focusing on Trump's tweets from 4th November 2020 until 8th January 2021 where his Twitter account was permanently suspended. There are three objectives in this study; 1) to identify the theme or agenda sets by Trump, 2) how he framed the election results, 3) identify the types of propaganda technique used prior to the Capitol Hill riot.

2.0 Theoretical Framework

2.1 Agenda-setting

Agenda-setting is considered to be one of the most established theories in the field of communication especially related to political communication [6]. The theory originated from the study of traditional news in political communication work of McCombs and Shaw in 1972. Agenda-setting explains the news media's ability to influence the public through selecting and placing importance on specific topics that seem relevant to them [26]. Agenda-setting by media is driven by the media's bias on politics, economy, culture, etc. It involves the manipulation of public awareness and concern of salient issues by the news media. It can be said that the study of agenda-setting explains the way media attempts to influence viewers through selecting what issues to be shown in order to establish a hierarchy of news primacy. Agenda-setting describes a very powerful influence of the media, that is, the ability to tell us what issues are essential [12].

One social media platform that has impacted political communication in this age is Twitter. It is considered to be a platform for political advancement. Twitter is being utilised as a resource to acquire information, reach a broader audience and interaction, keep current on social and political problems, and achieve the agenda-setting function. A study by [27] shows a positive correlation between Twitter feeds and news coverage, suggesting that Twitter and traditional news media complemented and reflected each other. Another study done by [28] indicated that although Twitter's influence on the public was short-lived, Twitter can have significant impact on newspapers' agenda context of major or breaking news. The study compared Twitter posting and newspaper agenda before and after Trump announced that the U.S.is withdrawing from the Paris Agreement.

Besides that, a study by Lewandowsky shows that Donald Trump effectively used his Twitter to divert the issues that have been set by the media. Issues that are deem damaging to his reputation [29]. The study revealed that every time media covering Muller's investigation of Russian interference in the 2016 election, Trump constantly uses Twitter to divert public attention away from the news coverage by posting unrelated topics. This has led to the lessening coverage of the Mueller investigation. The study has enough empirical data that proved Trump's use of Twitter in shifting political agenda-setting away from the mainstream media by setting his own agenda.

Although scholar has agreed on the ability of Twitter's as agenda-setting tool, its function as public agenda-setting in the political campaign has not been studied extensively. A study by [4] on the difference between agenda-setting in Hillary's and Trump's campaigns shows that both candidates actively using Twitter to push their agenda to the public. Twitter has been identified as a significant platform for self-promotion and presentation. Both candidates use Twitter to express their views and interpretations on current issues as well as a weapon to attack one another. Furthermore, attack tweets are considered an agenda-setting tool as negative remarks catch more media attention and are reported in the news [4]. Besides that, attack tweets provide journalists with empirical evidence in their news reporting, influencing voters' evaluation.

[30] studied the agenda-setting through the internet in Korea from 2000 to 2005 shows that a person's opinion can be broadcast through numerous social media platforms influencing the public opinion and subsequently influencing the news coverage. This is what they term as reversed agenda effect, where it is the public who determines the media agenda. In addition, there are three steps in Internet-mediated agenda-setting; 1) a person's opinion (agenda) being broadcast through the Internet

into numerous social media platforms, blogs, forums. 2) the opinion being diffuse in online news, websites, and other online public spaces. 3) Finally, reversed agenda effect occurs when traditional media picks up and reports the opinion or agenda to the public, making it available in both online and offline media [30]. Both of them also stated that, in reality, it could not always happen in sequential order. Social media enable users to push their own agenda into public agenda, then media agenda, and, ultimately, into policy agenda.

2.2 Framing

The concept of framing is developed in the agenda-setting theory, where the two approaches complement one other in achieving the goal. Agenda setting tells the public what to think about while framing more focus on telling the people how to think about it [31]. Framing refers to the process whereby individuals develop a particular conceptualization of a problem or reshape their thinking about a specific problem [32]. Framing is part of the persuasion process where it focuses on certain aspects in order to influence and reshape the audience's way of thinking [12].
Emotions are considered a powerful and essential factor in studying political communication [33]. Emotional frames draw attention to the usage of affective languages, which are linguistically conveyed sentiments, attitudes, and social personalities of all kinds [12]. Therefore, emotional frames and can be used to provoke specific emotional responses and reactions [34]. Emotions have a powerful effect in politics as it helps to organise, dramatize or personalize political cause [35].

[12] conducted a study investigating the two different platforms in social media campaigns, namely Facebook and Twitter, during the 2016 U.S Presidential Election. The study focused on the frame building and how the frame affected their social media audiences by both candidates. The study found out that, although Trump's messages presented more variety in frame selection than Clinton's, both candidates focus more on negative and conflict framing in both social media platforms, which in the end attracted more favouriting behaviour [12]. The study is unique as it covers both the politician and audience perspective regarding the numbers of likes and sharing or retweets of posts. The study also shows that emotional frames (positive and negative) contributed to the increasing number of audience reactions. Emotional frame (positive and negative) has the ability to influence the audience into liking a post in an instant [12].

2.3 Propaganda

Political propaganda is defined as propaganda efforts conducted for political goals or interests. Propaganda and politics are closely interconnected. Political parties and leaders will struggle to influence their followers and voters if they do not employ an effective publicity campaign. According to renowned scholar Laswell, he defined propaganda as the management of collective attitudes by manipulating significant symbols. He furthered stated that attitude means a tendency and symbol means gesture. [36] defined propaganda as a deliberate, systematic attempt to shape perceptions, manipulate thought, and direct behaviour in order to achieve a result desired by the propagandist. Over time, the word propaganda has become synonymous with war, ideology, and politics. The use of media as a propaganda tool can be seen throughout modern history. The Institute for Propaganda Analysis (IPA) has recognised seven techniques of propaganda. Many scholars have adopted IPA seven propaganda techniques in their studies [37]. The seven propaganda techniques are; name-calling, bandwagon, glittering generalities, card-stacking, testimonial, transfer, and plain-folks.

Nowadays, social media is a potent tool in influencing people. That is why we see throughout the years, leaders of the world, political organisations, business corporations, government, and even terrorist organisations will use social media to spread their message to the targeted audience to attain the attention of the targeted audiences [38]. Social media has incorporated information technology into

its function, making it more accessible, better, and more direct in broadcasting its information. Recent studies have tried to identify new terminologies for propaganda in the age of social media. [39], in his research on online news and propaganda, has outlined ten propaganda techniques; panic mongering, confusion, populism, saturation, bullying, scapegoating, character assassination, rewriting history, conflating violence with power, and opposition to violence with weakness and invoking religion. While according to [40] in her study on propaganda in Twitter stated that there are six characteristics of Twitter Propaganda which are; a call to action; questioning a proposed or accepted argument; questioning a person's authority or an authoritative power; evidence given or a proposed argument; a call to a person, and placement of blame.

2.4 2020 U.S. Presidential Election

In the 2020 presidential election, Trump lost to Joe Biden. Biden received 81.3 million votes (51.3%), and Trump received 74.2 million votes (46.8%). Joe Biden also won the Electoral College vote by 306 to 232 [16]. Trump refused to concede his defeat and will continue to fight the election results. After losing the election, Trump has taken into Twitter to spread his views regarding the matter and portrays that he is the victim of massive electoral fraud. Trump and his team also filed multiple lawsuits contesting the election results, which involves five key states, Wisconsin, Michigan, Arizona, Pennsylvania, and Georgia. All of which Trump has won in the previous election. He sought to reverse the results by making unfounded accusations of election irregularities, pressing government leaders, creating scores of failed legal challenges, and obstructing the presidential transition [14].

3.0 Methodology

This paper used a qualitative method approach. The qualitative method involves non-numerical data to be collected and analysed and interpret meaning from the data collected. Qualitative research can be described as exploratory research. It is used to gain an understanding of fundamental motives, ideas, and inspirations. This can help us dive deeper and understand social life by studying targeted individuals, populations, or places. Besides that, qualitative research allows researchers to investigate the meanings people attribute to their behaviour, actions, and interactions with others [41]. Thematic analysis is a part of the qualitative data analysis method and enables the researcher to extract critical frames from their study [6]. Scholars agreed that thematic analysis allows researchers to identify patterns from a data set, analyse and report the findings [6], [41].

This research will be focusing on tweets made by Donald Trump Twitter account @realDonaldTrump taken from the webpage www.thetrumparchive.com. This website collects and achieves all of Trump's tweets and retweets, including the number of likes. However, since Twitter has permanently suspended the @realDonaldTrump account, the data presented on the website could not be linked to the original Twitter page. Twitter has deleted all posts containing pictures, videos, and linkage to the website. Hence, the data that will be analysed in this study will be in text format only. This study does not include all retweets, deleted tweets, and tweets containing links to picture, videos, and other websites. This study focuses only on text messages and the original tweets made by Donald Trump. The data collected were tweets posted between 4th November 2020 to 8th January 2021. The date was chosen because it was after the 2020 U.S. Presidential Election 2020 and the day Twitter permanently suspended Donald Trump's account.

4.0 Findings

4.1 Analysing Trump's Twitter Remarks

680 tweets were collected from the website trumptwitterarchieve.com dated from 4th November 2020 until 8th January 2021. There are several themes derived from the data collected. The themes are; trademark exaggerations, undermining public trust towards public institutions, electronic voting system, influencing and inciting people to take action, media reporting on the election results, praising, allegations of election fraud, state of Georgia U.S. Presidential Election results, U.S. Legal System and finally remarks related to U.S. policies and economics.

4.1.1 Trademark Exaggerations

Under this theme, the findings show three sub-themes can be related: Claiming he won the election, rigged election, and the election was stolen. This theme involves Trump making self-proclamation on the outcome of the election. Trump is widely known for making colossal self-proclaim relating to himself that he has the majority supports of the people. Trump persistently stating that he has won the election in his tweets such as, *"we received more votes than any sitting President in U.S. history - and we will win!", I WON THIS ELECTION, BY A LOT!". "700,000 ballots were not allowed to be viewed in Philadelphia and Pittsburgh which means, based on our great Constitution, we win the State of Pennsylvania".* On top of that, Trump constantly uses the slogan "Make America Great Again" to show that the American people are with him. *"WE ARE MAKING BIG PROGRESS. RESULTS START TO COME IN NEXT WEEK. MAKE AMERICA GREAT AGAIN!"* Besides that, he often exaggerated that the election was rigged and that the election was stolen from him. *"...And with these numbers, by far the highest for a sitting President, there was no way the Dems could have won, except through what we are learning now - A Rigged Election", "The 1,126,940 votes were created out of thin air. I won Pennsylvania by a lot, perhaps more than anyone will ever know. The Pennsylvania votes were RIGGED. All other swing states also. The world is watching!".* Trump is trying to manipulate the issue by letting people see him as a victim of the system. Trump would mention if it weren't because of the rigged election, he would have won the election.

4.1.2 Undermining Public Trust Towards Public Institution

As the election result was not moving towards Trump, he started tweeting about how the public institution such as the Supreme Court of the United States, the election system, law enforcement, and State regulations have failed the people. Trump frequently questioned the results of the voting count, which did not favour him. *"The Supreme Court really let us down. No Wisdom, No Courage!" "Don't the voters have to know what the Federal prosecutors know. The establishment failed us. The media, congressional leaders, the Democrat Party? No wonder 74 (a pres. record) million Americans voted for Donald Trump, & they still don't believe the outcome of this election...*

He even tweeted calling the Court a legal disgrace and an embarrassment to America. *"We've not gotten any court to judge this (the vote) on its merit." @DanPatrick of Texas. It is a legal disgrace, an embarrassment to the USA!!!". "This is a great and disgraceful miscarriage of justice. The people of the United States were cheated, and our Country disgraced. Never even given our day in Court!". "The Supreme Court had ZERO interest in the merits of the greatest voter fraud ever perpetrated on the United States of America. All they were interested in is "standing", which makes it very difficult for the President to present a case on the merits. 75,000,000 votes!"*

Trump also accused that the voting counting machine has a problem and the law enforcement agencies are covering it up. He labelled the election as the biggest scam ever. Trump also accused the

authorities such as the FBI did nothing to investigate or stop the election voter fraud. *"Tremendous problems being found with voting machines. They are so far off it is ridiculous. Able to take a landslide victory and reduce it to a tight loss. This is not what the USA is all about. Law enforcement shielding machines. DO NOT TAMPER, a crime. Much more to come!". "The "Justice" Department and the FBI have done nothing about the 2020 Presidential Election Voter Fraud, the biggest SCAM in our nation's history, despite overwhelming evidence. They should be ashamed. History will remember. Never give up"*

On top of that, Trump refused to accept the official voting count and the decision made by the U.S. justice system relating to election matters. *"Just saw the vote tabulations. There is NO WAY Biden got 80,000,000 votes!!! This was a 100% RIGGED ELECTION." "So, you're the President of the United States, and you just went through an election where you got more votes than any sitting President in history, by far - and purportedly lost. You can't get "standing" before the Supreme Court, so you "intervene" with wonderful states."*

Furthermore, Trump instructed his Vice President Mike Pence not to certify the votes during the joint session of Congress to count the electoral votes in order to formalise Joe Biden as the new president. Trump demanded his own Republican Party not to accept and certify the Electoral College vote as it is fraudulent. However, Mike Pence did not adhere to Trump's demand and proceed with the count. *"If Vice President @Mike_Pence comes through for us, we will win the Presidency. Many States want to decertify the mistake they made in certifying incorrect & even fraudulent numbers in a process NOT approved by their State Legislatures (which it must be). Mike can send it back!". "States want to correct their votes, which they now know were based on irregularities and fraud, plus corrupt process never received legislative approval. All Mike Pence has to do is send them back to the States, AND WE WIN. Do it Mike, this is a time for extreme courage!".*

Other than that, Trump attacked the Republican Caucus by calling them weak and ineffective guardians of the Americans. *"The "Surrender Caucus" within the Republican Party will go down in infamy as weak and ineffective "guardians" of our Nation, who were willing to accept the certification of fraudulent presidential numbers!"*

4.1.3 Electronic Voting System

The United States has been using electronic voting system in its election process. There are two ways to cast a vote in the U.S. through a ballot paper or a voting machine. The ballot papers are then counted manually and also through a counting machine. One of the companies that provided the machine for voting and counting ballots is Dominion Voting System. During the 2020 U.S. Presidential Election, Donald Trump criticised the use of electronic voting systems especially from Dominion Voting System. This is because he claimed that he lost millions of votes to Biden because of the machines. *"REPORT: DOMINION DELETED 2.7 MILLION TRUMP VOTES NATIONWIDE. DATA ANALYSIS FINDS 221,000 PENNSYLVANIA VOTES SWITCHED FROM PRESIDENT TRUMP TO BIDEN. 941,000 TRUMP VOTES DELETED. STATES USING DOMINION VOTING SYSTEMS SWITCHED 435,000 VOTES FROM TRUMP TO BIDEN." @ChanelRion @OANN". "Must see @seanhannity takedown of the horrible, inaccurate and anything but secure Dominion Voting System which is used in States where tens of thousands of votes were stolen from us and given to Biden.". "...owned Dominion Voting Systems, turned down by Texas and many others because it was not good or secure, those responsible for the safeguarding of our Constitution".*

On top of that, Trump accused the company belongs to Radical Left, and the system is not secure and calling the company a Demon. *"People are not going to stand for having this Election stolen from them by a privately owned Radical Left company, Dominion, and many other reasons!". "Dominion-izing the Vote"*

Besides criticising and condemning Dominion Voting System, Trump also tweeted, claiming that the people overseeing the voting machines were corrupted and that the voting machine has many technical and mechanical problems. He also mentioned that electronic voting system is open to fraud and interference from outside. *"People in Georgia got caught cold bringing in massive numbers of ballots and putting them in "voting" machines". "....and many others voted illegally. Also, machine "glitches" (another word for FRAUD), ballot harvesting, non-resident voters, fake ballots, "stuffing the ballot box", votes for pay, roughed up Republican Poll Watchers, and sometimes even more votes than people voting, took....". "Tremendous problems being found with voting machines. They are so far off it is ridiculous. Able to take a landslide victory and reduce it to a tight loss.". "Georgia Counties Using Same Software as Michigan Counties Also Encounter 'Glitch'*

4.1.4 Influencing and Inciting People to Take Action

Under this theme, the study found out that after the election, Trump constantly tweeted on influencing and inciting his supporters to stand up and protest the so-called 'rigged' election. Trump also calls on his Republican party to stand up and fight with him on the election results.
"Republicans don't let Andrew McCabe continue to get away with totally criminal activity. What he did should never be allowed to happen to our Country again. FIGHT FOR JUSTICE!". "It's all about the signatures on the envelopes. Why are the Democrats fighting so hard to hide them? We will find massive numbers of fraudulent ballots. The signatures won't match. Fight hard Republicans. Don't let them destroy the evidence!"
After the election, Trump has filed many cases regarding the alleged corrupt election. This is to prove to his supporters that he is the rightful winner of the election. Trump labels the Democrats as 'criminals' or on the evil side while the Republicans are on the good side. This is because Trump is portraying that the Democrats are the ones that are corrupting and stealing the election from them. *"Poll: 79 Percent of Trump Voters Believe 'Election Was Stolen' https://t.co/PmMBmt05AI via @BreitbartNews They are 100% correct, but we are fighting hard. Our big lawsuit, which spells out in great detail all of the ballot fraud and more, will soon be filled. RIGGED ELECTION!"*
Besides that, he builds his agenda by portraying that he is the only hope for the country. Trump uses words such as 'fight', 'justice', and 'get tough' to encourage his supporters to stand up with him and fight a righteous path. *"...fight, and I believe we will prevail! Nevertheless, in the best interest of our Country". "GET TOUGH REPUBLICAN"*
Other than inciting his supporters to stand up in his fight, Trump repeatedly encourages his supporters to protest and stop the seal on the 6th January 2021 in Washington D.C. It is the day where the House of Representatives will be counting the electoral votes and certify Joe Biden as the 46th U.S. President. This sub-theme is considered to be one of the most critical elements in this study as it shows that Trump did encourage and incite his supporters through his Twitter to come for the rally and resulted in the attack on Capitol Hill. This is done in an attempt to overturn the election result in favouring Trump. Trump stated in his tweets that there would be a big protest on the 6th and telling his supporters to be wild.

"Wow! Thousands of people forming in Washington (D.C.) for Stop the Steal. Didn't know about this, but I'll be seeing them! #MAGA"

"Big protest in D.C. on January 6th. Be there, will be wild!"
"See you in Washington, DC, on January 6th. Don't miss it. Information to follow!"

Besides that, he also mentioned that he would show evidence that the election was corrupted and they have won the election. *"Massive amounts of evidence will be presented on the 6th. We won, BIG!". "How can you certify an election when the numbers being certified are verifiably WRONG. You will see the real numbers tonight during my speech, but especially on JANUARY 6th."*

After Trump making his speech in front of the White House, he encourages his supporters to march towards Capitol Hill to stop the certification process. The protestors violently stormed and breached the Capitol, making their way to the Senate and House chambers. Few died as a result of the incident. Below are a few of Trump's tweets regarding this theme.

> *"I hope the Democrats, and even more importantly, the weak and ineffective RINO section of the Republican Party, are looking at the thousands of people pouring into D.C."*

> *"The 75,000,000 great American Patriots who voted for me, AMERICA FIRST, and MAKE AMERICA GREAT AGAIN, will have a GIANT VOICE long into the future. They will not be disrespected or treated unfairly in any way, shape, or form!!!"*

> *"I am asking for everyone at the U.S. Capitol to remain peaceful. No violence! Remember, WE are the Party of Law & Order – respect the Law and our great men and women in Blue. Thank you!"*

4.1.5 Media Reporting on the Election Results Network

Trump was always known for his bashing the media attitude. Ever since the 2016 Election, Trump had regularly called the mainstream media such as CNN, Washington Post, MSNBC as lamestream media. Trump was often labelling mainstream media as 'fake news' because of the unfavourable reporting about him. Due to the media corporations controlling the political narrative, Trump has no choice but to utilise social media to express himself. The result has been successful. Trump's use of social media, particularly Twitter in conveying his opinions and influencing the American people to vote for him was demonstrated during the 2016 US Presidential Election.

Based on the analysis done, three sub-themes can be found under Media Reporting Theme; Bashing the Media, Promoting OANN, Media Expose. Furthermore, this study found out that that Trump still uses the same wording style in expressing his thoughts and views regarding the mainstream media. Trump still likes to use adjectives to describe specific journalists, news organisations, and programs. For instance, Trump condemns Fox News and says they have forgotten that Trump has made them successful in the 2016 Election. This is simply because, according to Trump, Fox News reporting is against his preferences. Thus, making him labelled Fox News as fake news. Trump also accused the mainstream media is suppressing his side of the story.

> *"@FoxNews daytime ratings have completely collapsed. Weekend daytime even WORSE. Very sad to watch this happen, but they forgot what made them successful, what got them there. They forgot the Golden Goose. The biggest difference between the 2016 Election, and 2020, was @FoxNews!."*

> *"@FoxNews and the Fake News Networks aren't showing these massive gatherings. Instead, they have their reporters standing in almost empty streets. We now have SUPPRESSION BY THE PRESS. MAGA!"*

> *"Why does the Fake News Media continuously assume that Joe Biden will ascend to the Presidency, not even allowing our side to show, which we are just getting ready to do, how badly shattered and violated our great Constitution has been in the 2020 Election. It was attacked,"*

Other than the mainstream media, this study also finds out that Trump has been attacking Twitter itself for banning several inaccurate and false news by Trump and a few of his Republican Party. In a few of his tweets, Trump accused Twitter of suppressing the freedom of the press and stating that this is how 'communism' started.

> *"Wow! Twitter bans highly respected Pennsylvania State Senator Doug Mastriano after he did a great job of leading a hearing on the 2020 Election fraud. They and the Fake News, working together, want to SILENCE THE TRUTH. Can't let that happen. This is what Communist countries do."*

> *"Twitter is going wild with their flags, trying hard to suppress even the truth. Just shows how dangerous they are, purposely stifling free speech. Very dangerous for our Country. Does Congress know that this is how Communism starts."*

Apart from bashing the mainstream media, Trump has been seen as favouring and promoting one particular news network, One American News Network or OANN. OANN is a pro-Trump news network owned by Herring Networks Inc. It was established in 2013, and the headquarter is located at San Diego, California. OANN produced pro-Trump stories regardless of whether it is true or false news. Trump, in his tweet's remarks, clearly stated his preferences towards OANN compared to other news network, *"@FoxNews daytime is not watchable. In a class with CNN & MSDNC. Check out @OANN"*. *"Try watching @OANN. Really GREAT!"*.

Trump is also admiring OANN for reporting news that favours him and exposing all the alleged corruption during the election. OANN was also often reported that he is on the winning side. *"Statistical sampling to prove widespread voter fraud...multiple accounts of fraud and voting irregularities may overturn election"...call for paper ballots. @RandPaul @OANN"*. *"Data group exposes wide spread Mail-In Ballot Fraud." @ChanelRion @OANN"*. *"Georgia election data, just revealed, shows that over 17,000 votes illegally flipped from Trump to Biden." @OANN This alone (there are many other irregularities) is enough to easily "swing Georgia to Trump". "@OANN WOW, total election corruption in Arizona. Hearing on now! Why isn't @FoxNews covering the Arizona hearings?"*. *"Whistleblowers reveal that the USPS is responsible for tampering with hundreds of thousands of ballots. @OANN This long time Democrat stronghold got rid of massive numbers, especially in swing states, during and before delivery of the ballots. Well documented evidence!"*.

4.1.6 Praising

In Trump's Twitter remarks, he often praising and acknowledging his fellow Republicans for showing their support towards him. This includes Emily Murphy is an attorney working at the General Service Administration. She is responsible for delaying the transition of administration from Trump to Biden. *"I want to thank Emily Murphy at GSA for her steadfast dedication and loyalty to our Country. She has been harassed, threatened, and abused – and I do not want to see this happen to her, her family, or employees of GSA. Our case STRONGLY continues, we will keep up the good".* Trump also praised Rudy Giuliani, the former Mayor of New York for his continuous effort in exposing the alleged election fraud. *"@RudyGiuliani, by far the greatest mayor in the history of NYC, and who has been working tirelessly exposing the most corrupt election (by far!) in the history of the USA".*

Other than that, the Senate President Karen Fann and House Speaker Russell Bowers for helping Trump in checking the signatures in Arizona. "*Thank you to Senate President Karen Fann and House Speaker Russell Bowers – and all, for what you are doing in Arizona. A fast check of signatures will easily give us the state. Votes against have been reduced to a very small number.*"

4.1.7 Allegation of Election Fraud

A large part of Trump's Twitter remarks regarding the 2020 U.S Presidential Election were about allegations of election fraud. This accusation included allegations of a false voter, fake votes, fake ballots, illegal votes, ballot counting, mail-in ballots, and missing ballots. Trump also stated that Republican observers were being denied access to the counting process. Trump's most frequent words in his tweets were fake, fraud, and rigged. All of the words referring to the election. Trump has constantly accused that the numbers of voters are much more than the numbers of people registered for voting. The numbers include dead people, non-citizens, illegals, and people from outside the states.

> "*Wrong! At first they voted against because there were far more VOTES than PEOPLE (Sad!).*
> "*In Detroit, there are FAR MORE VOTES THAN PEOPLE. Nothing can be done to cure that giant scam*".
>
> "*Just released data shows many thousands of noncitizens voted in Nevada. They are totally ineligible to vote*".
>
> "*Breaking News: In Pennsylvania there were 205,000 more votes than there were voters. This alone flips the state to President Trump*".
>
> "*Why haven't they done signature verification in Fulton County, Georgia. Why haven't they deducted all of the dead people who "voted", illegals who voted, non Georgia residents who voted, and tens of thousands of others who voted illegally, from the final vote tally?*".

The most notable allegation from Trump's Twitter remarks was that the Republican observers were not allowed to witness the votes counting process. Because of that, Trump further accused that 'changes' were done by the Democrats supported by 'glitches' in the voting machine, which lead to his defeat.

> "*THE OBSERVERS WERE NOT ALLOWED INTO THE COUNTING ROOMS. I WON THE ELECTION, GOT 71,000,000 LEGAL VOTES. BAD THINGS HAPPENED WHICH OUR OBSERVERS WERE NOT ALLOWED TO SEE*".
>
> "*They shut out our Poll Watchers and Observers. Those hundreds of thousands of votes should not be allowed. Corrupt politics.*"
>
> "*From large numbers of Poll Watchers that were thrown out of vote counting rooms in many of our States, to millions of ballots that have been altered by Democrats, only for Democrats, to voting after the Election was over, to using Radical Left*".

> *" Poll Watchers not allowed into polling locations, "glitches" in the voting machines which changed votes from Trump to Biden, late voting, and many more ".*

> *"This was a rigged election. No Republican Poll Watchers allowed, voting machine "glitches" all over the place".*

Furthermore, Trump claimed that heavy vehicles were used to block doors, and windows were covered with thick cardboards to prevent observers from monitoring the counting process. "*Bad things took place during those hours where LEGAL TRANSPARENCY was viciously & crudely not allowed. Tractors blocked doors & windows were covered with thick cardboard so that observers could not see into the count rooms. BAD THINGS HAPPENED INSIDE. BIG CHANGES TOOK PLACE*".

Trump even going to the extent of firing those who disagree with him on the allegation of election fraud. One of the persons was Chris Krebs, the Director of the Cybersecurity and Infrastructure Security Agency. He was fired via Twitter for refuting Trump's allegation of election fraud on 17 November 2020. "*Recent statement by Chris Krebs on the security of the 2020 Election was highly inaccurate, in that there were massive improprieties and fraud*". "*Therefore, effective immediately, Chris Kerb has been terminated as Director of the Cybersecurity and Infrastructure Security Agency*".

4.1.8 State of Georgia U.S. Presidential Results

One of the most mentioned persons in Trump's Twitter remarks was Brian Kemp. He is a Republican, serving as the 83rd governor for the State of Georgia. Georgia is one of the focus of Trump's remarks, which indicates this state's importance in ensuring his winning during the election. Trump started to attack his own Republican Party member on Twitter by calling him stupid, a fool, a clown, and even demanding that he resign from his office. "*What a fool Governor @BrianKempGA of Georgia is*". "*Demand this clown call a Special Session and open up signature verification, NOW*". "*Nobody can be this stupid.*" "*@BrianKempGA should resign from office. He is an obstructionist who refuses to admit that we won Georgia.*"

Trump also mentioned Lieutenant Governor Geoff Duncan was Brian's puppet. Both of them Trump quoted as 'disaster' and not capable of doing anything to secure Trump's victory. . "*Gee, what a surprise. Has anyone informed the so-called (says he has no power to do anything!) Governor @BrianKempGA & his puppet Lt. Governor @GeoffDuncanGA, that they could easily solve this mess, & WIN. Signature verification & call a Special Session*". "*.@BrianKempGA and puppet @GeoffDuncanGA. Your poll numbers are tanking like seldom seen before*". "*.@BrianKempGA, his puppet Lt. Governor @GeoffDuncanGA, and   of State, are disasters for Georgia*". "*The Governor, @BrianKempGA, and his puppet Lt. Governor, @GeoffDuncanGA, have done less than nothing. They are a disgrace to the great people of Georgia!*".

The reason Trump started attacking Brian Kemp is that he followed the State law requiring him to certify the election results, even though Trump accusation of election fraud. Brian's approval of the election result makes it difficult for Trump to prove his accusation and eventually lost the state electoral vote for the State of Georgia. Trump was furious and claimed that the voting process in Georgia was a fraud, corrupted, and stolen from him. This is because State officials did not allow the signature verification on the envelopes, specifically in Fulton County. Georgia has 16 electoral votes in the Electoral College. Trump loses narrowly to Joe Biden during the 2020 Election.

> *"Georgia won't let us look at the all important signature match. Without that the recount is MEANINGLESS. Open up unconstitutional Consent Decree, NOW!".*

> *"@BrianKempGA. It's all about the signatures on the envelopes. Why are the Democrats fighting so hard to hide them. We will find massive numbers of fraudulent ballots. The signatures won't match. Fight hard Republicans. Don't let them destroy the evidence!".*

> *"We must check signatures and count signed envelopes against ballots. Then call off election".*

> *"The Georgia recount is a joke and is being done UNDER PROTEST. Even though thousands of fraudulent votes have been found, the real number is in matching signatures. Governor must open up the unconstitutional Consent Decree and call in the Legislature!".*

> *"Georgia Lt. Governor @GeoffDuncanGA is a RINO Never Trumper who got himself elected as LG by falsely claiming to be "pro-Trump". Too dumb or corrupt to recognize massive evidence of fraud in GA & should be replaced! We need every great Georgian to call him out".*

> *"Why haven't they done signature verification in Fulton County, Georgia. Why haven't they deducted all of the dead people who "voted", illegals who voted, non Georgia residents who voted, and tens of thousands of others who voted illegally, from the final vote tally?".*

4.1.9 U.S. Legal System

Donald Trump has tried several attempts to bring the election fraud allegation to the court, including the Supreme Court. Through his Twitter remarks, Trump tries to set his agenda by building the perception that he has valid and solid cases for the court hearing. Besides that, Trump is also trying to gain sympathy from his followers by showing that he is a victim of election fraud. However, all of the allegations were rejected by the court. As a result, Trump was infuriated and called the Supreme Court was incompetent and weak.

> *"...WOW, he just voted against me in a Big Court Decision on voter fraud (of which there was much!), despite many pages of dissent from three highly respected Justices. One thing has nothing to do with another, but we ended up losing 4-3 in a really incorrect ruling! Great.."*

> *"The U.S. Supreme Court has been totally incompetent and weak on the massive Election Fraud that took place in the 2020 Presidential Election. We have absolute PROOF, but they don't want to see it - No "standing", they say. If we have corrupt elections, we have no country!".*

By setting this agenda, people would be influenced by thinking that the election system in America has failed and only Trump can fix it. *"If the two Senators from Georgia should lose, which would be a horrible thing for our Country, I am the only thing that stands between "Packing the Court" (last number heard, 25), and preserving it. I will not, under any circumstances, Pack the Court!". "If the Supreme Court shows great Wisdom and Courage, the American People will win perhaps the most important case in history, and our Electoral Process will be respected again!".*

Besides that, Trump also is seen creating the perception his allegations are authentic and have support from the American people. He claimed that Americans throughout the country had filed court cases regarding the election results. "*Many of the court cases being filed all over the Country are not ours, but rather those of people that have seen horrible abuses. Our big cases showing the unconstitutionality of the 2020 Election, & the outrage of things that were done to change the outcome, will soon be filed!*".

4.1.10 Remarks Related to U.S. Policies and Economics

Other than making tweets relating to the election results, Trump has been found making tweets regarding U.S. policies and economics. Trump tweeted ranging from the current Covid-19 issues, Section 230, foreign policy, U.S. stock market, and drug price policy. Most of his tweets regarding this theme came from his posts related to the Covid-19 issue.

Trump often brag himself as he is the main reason the vaccine could be produced quickly and ahead of its schedule. "*Only because of President Trump, we are going to have a Vaccine by the end of the year*", "*As everyone knows, the Trump Administration has produced a great and safe VACCINE far ahead of schedule*". He also proudly tweeted that his administration managed to distribute the vaccine not only throughout the U.S. but also to other countries as well. "*Distribution of both vaccines is going very smoothly. Amazing how many people are being vaccinated, record numbers. Our Country, and indeed the World, will soon see the great miracle of what the Trump Administration has accomplished*", "*Germany, France, Spain and Italy, in particular. The vaccines are on their way!!!*". Trump is seen as encouraging fellow Americans to be vaccinated by tweeting, "*The Vaccine and the Vaccine rollout are getting the best of reviews. Moving along really well. Get those "shots" everyone!*". This is probably because the number of infected and death kept increasing, and the only way out is through vaccination.

Besides that, Trump also attacks Joe Biden by stating that he has previously failed to handle the H1N1 Swine Flu outbreak. Trump also ridicule Biden by tweeting that it will take up to four years to produce and approved the vaccine if Biden were in charge, "*Joe Biden was a total disaster in handling the H1N1 Swine Flu, would never have produced a Vaccine in record time (years ahead of schedule).*" Not only that, but Trump also still used racist remarks by using the term 'China Virus', 'China Plague' instead of Covid-19, "*getting clobbered by the China Virus*", "*which will end the China Plague*". Although Trump is seen as encouraging the vaccine roll-out, he still disagreed with the advice by health experts on the lockdown of cities. "*We don't want to have lockdowns*", "*The lockdowns in Democrat run states are absolutely ruining the lives of so many people*".

Section 230 is regarding regulation on interactive computer services and is part of the U.S. Communications Decency Act. The section provides protection to internet service providers, including social media companies, from the content shared by their users. It is up to these companies to voluntary regulate and take action on their users' content. In the context of this research, Trump, through his tweets were against the Section 230 and demanded Republican Senators in Congress to repeal the law. However, that did not happen. "*Looks like certain Republican Senators are getting cold feet with respect to the termination of Big Tech's Section 230.*" Trump were accusing the social media or Big Tech companies as suppressing conservative free-speech and these companies' have great power and monopolies in social media platforms, "*Section 230, which gives unlimited power to Big Tech companies.*" Trump also claimed that Section 230 is a threat to the national security, "*Section 230, a grave threat to National Security*".

Trump occasionally tweeted concerning international relationships and U.S. Foreign Policy. He mentioned the normalisation of the relationship between Morocco and Israel. Because of that, the U.S. has recognised the Moroccan sovereignty over Western Sahara. "*Our two GREAT friends Israel and the Kingdom of Morocco have agreed to full diplomatic relation*", "*Today, I signed a proclamation recognizing Moroccan sovereignty over the Western Sahara.*" He even issued a threat to Iran through

Twitter. Something that has never been done within the norms of international relationships. "...*Some friendly health advice to Iran: If one American is killed, I will hold Iran responsible. Think it over*".

4.2 Framing The U.S Election Result

Emotional frame is commonly used by a politician to capture the interest of the people. By using emotional frames in their campaign, they could make their political causes more organise, sensationalise or personalise towards the people. This study focuses on Trump's Twitter remarks on the election results through an emotional frame.

Based on the data collected, Trump's Twitter remarks related to election result shows more negative emotional value frame compared to positive value emotional frame. This study found that Trump was framing the whole U.S. election and the administration system as corrupted and deception. Other than that, Trump was frequently stated that the election process was under the influence of the Democrats Party working together with the establishment to bring down his administration. He uses words such as rotten, total corruption, worst, rigged, and horrible, among others, to show his anger, dissatisfaction, and unacceptable with the election results and tries to shift the blame to others. This is to persuade or influence the public into thinking that the system has failed and corrupted. By doing so, he is portraying himself as a victim and that the election has been stolen from him. Thus, evoking his supporter's anger and lead to aggressive action.

> *"Philadelpiha has got a rotten history on election integrity".*

> *"Such total corruption. So sad for our country!"*

> *"The worst polling ever, and then they'll be back in four years to do it again. People will not accept this Rigged Election".*

> *"We've not gotten any court to judge this (the vote) on its merit." @DanPatrick of Texas. It is a legal disgrace, an embarrassment to the USA!!!"*

> *"Must see @seanhannity takedown of the horrible, inaccurate and anything but secure Dominion Voting System which is used in States where tens of thousands of votes were stolen from us and given to Biden".*

> *"For years the Dems have been preaching how unsafe and rigged our elections have been".*

As for the positive emotional value frame, the study searches for tweets that contain a positive value that describe enthusiasm. Words such as love, great, awesome, good, winning, and others. Based on the data analyse, it shows that Trump is constantly using enthusiasm emotional value in his Twitter remarks to frame the election issue. Phrases such as 'we will win', we won, were repeatedly used by Trump.

> *"This is good news, it means I won!". "Pennsylvania Party Leadership votes are this week. I hope they pick very tough and smart fighters. We will WIN".*

> *"WE ARE MAKING BIG PROGRESS. RESULTS START TO COME IN NEXT WEEK. MAKE AMERICA GREAT AGAIN!".*

Trump also tweeted on praising and giving support to his fellow Republican Party.

> *"Will be going to Georgia for a big Trump Rally in support of our two great Republican Senators, David and Kelly. They are fantastic people who love their Country and love their State. We must work hard and be sure they win. #USA".*

> *"Thank you to @SenTomCotton for the really nice words on all we are doing, and have done. We will win!"*

> *"I am pleased to announce that I have given my full support and endorsement to Ronna McDaniel to continue heading the Republican National Committee (RNC). With 72 MILLION votes, we received more votes than any sitting President in U.S. history - and we will win!"*

Not only that, but Trump also tweet appreciation towards state officials and judges who he sees as giving the verdict in line with his accusation of a corrupt election. This is to show the people, especially his supporters, that what he has claimed before is valid and has strong backing from the legislative. Thus, making him more prominent as the true President of the United States.

> *"Thank you to Senate President Karen Fann and House Speaker Russell Bowers – and all, for what you are doing in Arizona. A fast check of signatures will easily give us the state. Votes against have been reduced to a very small number".*

> *"Can't let this happen. Thank you for the genius, bravery, and patriotism of the Judge. Should get a medal!"*

> *"Thank you Kevin. Many Trump votes were routed to Biden. The highly respected Michigan Judge released this epic report. True all over the Country. This Fake Election can no longer stand".*

4.3 Types of Propaganda Technique Used

In order to identify and understand the types of propaganda used by Donald Trump in his Twitter remarks, this research was based on the characteristic of the seven propaganda techniques by IPA and other techniques as well. The techniques have been discussed in the literature earlier. Thus, a thematic analysis on the propaganda technique according to what Trump mentioned in his Twitter was developed. Based on the research that has been done, this study found out that there are several types of propaganda techniques used by Donald Trump.

4.3.1 Attack Tweet

Donald Trump is well known for his lambast remarks even before he took the office back in the 2016 Election. Trump was well-known for labelling the media as 'lamestream media' and 'fake news'. Even during the 2016 election, he attacked Hillary Clinton by calling her "Crooked Clinton". Whereas during the 2020 Election, Trump is seen as attacking his opponent Joe Biden and the Democrats, by calling them a liar, cheaters and incompetent to be the next President. *"The Democrats cheated big time, and got caught." "How can a country be run by an illegitimate president*?". Trump calling that Biden won because he is cheating and conspired to rigged the election. *"He didn't win the Election. He lost all 6 Swing States, by a lot. They then dumped hundreds of thousands of votes in each*

one, and got caught". "*The lie of the year is that Joe Biden won!*". "*He won because the Election was Rigged*".

Trump is seen as repeatedly attacking his fellow Republican member, Brian Kemp. Labelling and calling him stupid, a fool, and portraying him as lost control of the State. "*You can't rely on @BrianKempGA. Unlike other governors for the many states I won, he lost total control*". "*What a fool Governor @BrianKempGA of Georgia is*". Other than Brian, he also attacks other Republican governors as well because of differences in opinion, and their actions did not comply with Trump's instructions. "*Who is a worse governor, @BrianKempGA of Georgia or @dougducey of Arizona??? These are two RINO Republicans who fought against me and the Republican Party harder than any Democrat*".

Trump further attack the legislature and law enforcement agencies through his Twitter remarks. He mentioned they should be embarrassed because they did nothing to stop the biggest scam in election history. *"The "Justice" Department and the FBI have done nothing about the 2020 Presidential Election Voter Fraud, the biggest SCAM in our nation's history, despite overwhelming evidence. They should be ashamed".* He even attacks ANTIFA by calling them a terrorist organisation for attacking his supporters during a rally. "*ANTIFA SCUM ran for the hills today when they tried attacking the people at the Trump Rally, because those people aggressively fought back*", "*Antifa is a Terrorist Organization, stay out of Washington. Law enforcement is watching you very closely!*" Attack tweet can be considered as name-calling in propaganda technique.

4.3.2 Make America Great Again

"Make America Great Again" or MAGA was the campaign slogan used by Donald Trump ever since the 2016 Election. This slogan was very successful in capturing the heart and mind of the American people, especially the white conservatives, during the 2016 Election, which saw Trump won and became the president. Up until the 2020 Election, he still uses the slogan for his campaign. By using the slogan, Trump associated the word with patriotism. Making Americans feel a sense of pride about being an American citizen and wanted to become great again. On top of that, Trump portrayed himself as the only person who can bring America to greatness again by putting America's interests above all else. This is similar to the glittering generalities technique where Trump uses good and positive words to strengthen and support his statements and agreements.

Trump also often tweet that he is still in control and eventually will win the election even though the evidence shows otherwise. Trump constantly tweets that he will win and that he has the support of the American people. "*WE ARE MAKING BIG PROGRESS. RESULTS START TO COME IN NEXT WEEK. MAKE AMERICA GREAT AGAIN!*", WE WILL WIN", "*Tremendous support from all over the Country. All we ask is COURAGE & WISDOM from those that will be making one of the most important decisions in our Country's history. God bless you!*".

Other than that, he used this technique to praise himself and his past contribution. *"Barack Obama was toppled from the top spot and President Trump claimed the title of the year's Most Admired Man. Trump number one, Obama number two, and Joe Biden a very distant number three". "...And with these numbers, by far the highest for a sitting President, there was no way the Dems could have won", "Two years ago, the great people of Wisconsin asked me to endorse a man named Brian Hagedorn for State Supreme Court Justice, when he was getting destroyed in the Polls against a tough Democrat Candidate who had no chance of losing. After my endorsement, Hagedorn easily won!".*

MAGA slogan is similar to glittering generalities technique where a propagandist righteousness word or languages related with ideals and beliefs held by the people without providing any evidence.

4.3.3 Use of Power to Create the Illusion of Popularity

Trump repeatedly tweeted to show that he has the support from his Republican party and the American people in his fight for the presidency. This can be seen through his Twitter remark mentioning that people are with him in his fighting against what he called a rigged election. Trump in his tweets was saying American people are with him and demanding that the counting stops and demand more transparency in the election process. Even though his claim was never backed up with any evidence, Trump never seems to bother and portrayed that he is on the right side and a victim of a corrupt system. By repeatedly showing that he has the support of the people, Trump was able to influence his audience to join him in his protest.

> *"People were screaming STOP THE COUNT & WE DEMAND TRANSPARENCY (As Legal Observers were refused admittance to count rooms)!".*

> *"Everyone is asking why the recent presidential polls were so inaccurate when it came to me."*

> *"Heartwarming to see all of the tremendous support out there, especially the organic Rallies that are springing up all over the Country, including a big one on Saturday in D.C. I may even try to stop by and say hello. This Election was Rigged, from Dominion all the way up & down!".*

He also stated that the people are angry and demand action to overturn the election result because Trump accused it of being corrupted and stolen from him. This in turn, making people gathered at the 'Save America Rally' in Washington on 6th January which leads to the insurrection at Capitol Hill on the same day.

> *"People are angry!",*

> *"Pleased to announce that @KLoeffler & @sendavidperdue have just joined our great #StopTheSteal group of Senators. They will fight the ridiculous Electoral College Certification of Biden. How do you certify numbers that have now proven to be wrong and, in many cases, fraudulent!".*

> *"Washington is being inundated with people who don't want to see an election victory stolen by emboldened Radical Left Democrats. Our Country has had enough, they won't take it anymore! We hear you (and love you) from the Oval Office. MAKE AMERICA GREAT AGAIN!".*
> *"Wow! Thousands of people forming in Washington (D.C.) for Stop the Steal. Didn't know about this, but I'll be seeing them! #MAGA".*

> *"THE REPUBLICAN PARTY AND, MORE IMPORTANTLY, OUR COUNTRY, NEEDS THE PRESIDENCY MORE THAN EVER BEFORE".*

4.3.4 Placement of Blame

Donald Trump often blaming others by showing his argument and statements as important while suppressing others. This is to instil belief among the audience, especially among his supporters. This can be done by using parts of facts that support the propagandist statement to lead the audiences

to accept it as absolute truth or unreal as real. In his tweet, Trump presented himself as a president who became a victim of a rigged election. He uses Twitter to defend his rhetoric and behaviour. He constantly mentioned that the election is rigged, fraudulent, corrupted, and he has the evidence to prove it. The purpose behind this technique is to discredit the election results and give credit to himself as the true winner of the election. "*We should look at the votes. We're just beginning the tabulation stage. We should look at these allegations. We're seeing a number of affidavits that there has been voter fraud*". "*Big Tech and the Fake News Media have partnered to Suppress. Freedom of the Press is gone, a thing of the past. That's why they refuse to report the real facts and figures of the 2020 Election*", "*...The fact that our Country is being stolen. A coup is taking place in front of our eyes, and the public can't take this anymore.*". This technique is similar to the card staking technique in which a propagandist creates his side to be the best while making their enemy look worst by carefully selecting facts that benefits the propagandist.

4.3.5 Big Names are With Us

Trump also associated himself with a prominent and respected figure by society. By doing so, he hopes his audiences will motivate to support him more. Trump, through his Twitter remarks, has often stated that many respected figures supported him. This includes prominent Republicans, former judges, former civil servants as well as the mass media. This is similar to the testimonial technique, in which to strengthen the propagandist arguments

> "*I look forward to Mayor Giuliani spearheading the legal effort to defend OUR RIGHT to FREE and FAIR ELECTIONS! Rudy Giuliani, Joseph diGenova, Victoria Toensing, Sidney Powell, and Jenna Ellis, a truly great team, added to our other wonderful lawyers and representatives!*"

> "*Highly Respected Ken Starr: "Pennsylvania's three-day extension of the mail-in ballot deadline is a Constitutional Travesty." Legal scholars agree*"

> "*Mo Brooks: 'Trump Won the Electoral College' --- I Can Be a Part of the 'Surrender Caucus' or I Can Fight for Our Country*".

> "*Peter Navarro releases 36-page report alleging election fraud 'more than sufficient' to swing victory to Trump.*"

> "*"@NewtGingrich Pens Op-Ed on Election Saying he will not Accept Joe Biden as President*".

4.3.6 Exploiting the Authorities to Influence the People

Trump used political leaders, the judiciary, and the media to strengthen and support his accusation of election fraud. Trump used this approach to gain the authority and approval of something the people respect and adore so that the people will believe and support his claim. Something similar to the transfer is a technique where the propagandist associates themselves with individuals or institutions that have the authority in order to influence the audience into accepting the propaganda.

> "*Hopefully the Courts and/or Legislatures will have the COURAGE to do what has to be done to maintain the integrity of our Elections, and the United States of America itself*".

"Best pollster in Britain wrote this morning that this clearly was a stolen election, that it's impossible to imagine that Biden outran Obama in some of these states".

5.0 Discussion

5.1 Determining the Themes by Donald Trump

Ever since winning the 2016 U.S. Presidential Election, Trump has had a very exceptional style in using Twitter, contributing to his political success and portraying his personality to the American people. As many people nowadays turn to social media to search for the latest news, Trump has gained advantages compared to his rival. Furthermore, the way he uses social media has not changed even after winning the 2016 election. Thanks to the conspiracy theories and comments posted, Trump was able to create a whole new internet ecosystem and political career around tweeting [42]. Trump was able to develop particular agenda based on the engagement he made. Trump has about 88.9 million followers before Twitter permanently suspended his account @realdonaldtrump on 8th January 2021. This is considered to be a large audience based for him to push his agenda in order to win the hearts and minds of the American people. Trump has been described as protectionist, populist, isolationist, and nationalist. This can be seen in his campaign using the phrase "Making America Great Again", and putting American interest first in his policy. Trump successfully portrayed his image as a 'populist' or the people's champion during the last election. Compared to his opponent, Hillary Clinton, where she was seen as an elite and globalist. Trump has successfully carried this image until the 2020 Election and even until today.

Based on the research findings, it can be said that towards the end of Trump's presidency, he has built his agenda around conspiracy theories, people versus the establishment, fake news, and a stolen election. [43], stated that 85% of his supporters are white, where the majority did not have a college degree. They can also be considered as evangelist Christians and conservative Americans. Most of them live in rural American. Hence, they are easily influenced by Trump's persona and believing in his accusation and conspiracy theory. [44], in their study, also noted that Trump supporters are primarily white, male, older, less educated, fundamental Christian, and anti-immigrant. They supported Trump because they shared the same prejudices beliefs. They wanted a strong and domineering leader who has the courage and commitment to destroy evil; thus, they see that Donald Trump fits the criteria [44].

Since he is losing the election, Trump must create something such as a 'big lie' to persuade and influence his followers to believe in him. He often tweets exaggerating and self-proclaimed remarks such as saying they have won the election. Trump and his supporters also repeatedly and falsely accusing that the election was rigged. Trump set his agenda to portray himself as a victim of a grand scheme that has stolen his right to become the president. He puts the blame on the Democrats, legal system, enforcement agencies, the media, and the election official as working together to bring him down. Thus, it is their right to defend it at all costs. This eventually led to the insurrection of Capitol Hill. An attempt to overturn the election result.

All these are in line with the agenda-setting theory, which stated the ability to influence the public by selecting and placing importance on specific topics that seem relevant to them [26]. Agenda-setting describes a potent influence of the media: the ability to tell us what issues are important. As for this case, it is the allegation of election fraud. Trump has successfully built his agenda through Twitter by posting his thoughts and agenda on the election issue. The accusation of election fraud is then dispersed all over the internet. Traditional media will then pick up the issue and report it in their news. Thus, Trump's agenda-setting will be amplified to all the American people. This can be seen after the election where several mainstream media published news regarding Trump's accusation and published counter-narratives on that matter. For example, BBC News online on 23rd November 2020, published a

fact-checking report on Trump's accusation [45]. While the Washington Post, on 11th November 2020, published a report debunking Trump's allegation of election fraud [46]. People who believed in Trump's accusation, especially his hardcore followers and supporters, will be affected by his conspiracy agenda. This is in line with the study done by [30] regarding building agenda through the Internet, which stated that a person's opinion could be disseminated through various online channels and therefore, public opinion could influence the news coverage and consequently setting the public and media agenda.

5.2 Determining the Framing of The Election Results

Testing whether emotional reaction mediates the impact of a particular frame on political attitudes is an essential element of understanding the function of emotional response in framing. The results from this study regarding how Trump framed the election result correspond with other studies on how he was negatively framing the US political system, his rival, mainstream media, and those who disagree with him [12]. Throughout Trump's campaign and even after the election, he created divisive, brash, and blatant populist remarks through his Twitter. According to the data gathered, Trump's tweets about the election outcome have a higher negative emotional valence emotional frame than positive valence emotional frame. His Twitter posts were often associated with populist right-wing ideology. Trump claimed that the enemy is working with the system to bring him down. The negative emotional frame was heightened when selected ideological narratives were conveyed, dividing viewers into blindly believe him or not. Trump has successfully used negative emotional frames in his messages to evoke his supporter's anger and fear. Most of his commonly used words such as rotten, total mess, screwed, rigged, disgrace, and embarrassment to show his anger, dissatisfaction, and unacceptable of the election results. He also blamed other by calling them thieves, thugs, systematic problems, ignorant fool and many more.

Furthermore, he even ignites the anger flame by comparing the U.S Election to third world countries elections by saying that Afghanistan Election is far better than the U.S. Election. Trump also tweeted to intimidate his followers. He mentioned, "*If we have corrupt elections, we have no country*", "*how badly shattered and violated our great Constitution has been in the 2020 Election*". This is to install fear among his followers that the U.S. is going to fall apart.

For positive emotional framing in this study, only enthusiasm can be seen stands out in Trump's Twitter remarks. Enthusiasm can be linked to assembling or organising an action [33]. Trump uses more enthusiasm positive emotional frame to gain support for his accusation. Positive frame generates positive sentiments and encourages people to take risks and be proactive. By giving encouragement and portraying that the election was full of corruption, dishonesty, and stolen from him, Trump managed to gain control of his followers to rally to his cause. By using positive words such as we will win, big progress, brave patriot, defend our rights, etc., Trump successfully managed to instil enthusiasm and determination among his followers to fight for their right to win. This can be seen every time he organised a rally protesting the election result, especially the 'Save America' rally, which happened on the 6th January 2021 prior to the storming of Capitol Hill.

This study shows that Trump tends to use more emotional words in framing a particular issue. The result of this study also parallels to a research done by [47], where it stated that Republican candidate tends to use more on emotional-based frame whereas Democrats tend to use more on facts and figures. Although this study does not cover the details on how audiences respond and engagement towards a particular framing, on the surface level, it shows that Trump has succeeded in using negative and positive emotional valence in framing of an issue to invoke emotional reactions. Consequently, lead to confrontational behaviour. This has corresponded with a study by [33] where they used positive discrete emotional frame (enthusiasm and contentment) and negative discrete emotional frame (anger and fear) in their study of emotional framing effect on political opinion. From the research it shows that, only enthusiasm and anger in emotional framing have an impact on political opinion. Anger and

enthusiasm can be categorised as highly motivated and prone to confrontational behaviour. Besides that, they also stated that exposure to news frames in this case, Trump's Twitter remarks which have emotional significance would invoke emotional responses. [33] further added that, when people felt angry and enthusiastic, only then the emotional framing takes effect on their political opinion.

5.3 Determining the Types of Propaganda Use

In order for propaganda to be effective, it does not need facts, figures, and policy. It only requires emotion. As mentioned above, Trump has demonstrated that he is an expert in evoking emotions not only of his followers but also to his opponents. His negative remarks and conspiracy theory regarding the election has been pickup by social media users and mainstream media as well. His remarks condemning the election process have become headlines in most of the U.S. mainstream media. Many of the reports refuted his claim of election fraud. The findings show that through Trump's Twitter post, he had used six of the propaganda techniques identified by the Institute of Propaganda Analysis. The techniques are; name-calling, glittering generalities, bandwagon, card stacking, testimonial, and transfer. Therefore, these findings have answered the third objective of this study which is to identify the propaganda technique used by Trump through his Twitter remarks.

However, the researcher would like to highlight that although the plain folk technique has not been identified through his Twitter remarks, this technique can be seen in how he uses Twitter as a means to be part of the people. No other president of the United States had been using social media, especially Twitter as Trump did. Twitter is his voice, conveying his thoughts, feelings, and view directly to the people. He even tweets matter regarding national policy and international relationships through Twitter during his presidential terms.

This study also found out that Trump's propaganda technique can best be described as part of a 'Big Lie' to influence his supporters into believing that the election was stolen from him. Big Lie refers to the method used by Adolf Hitler during World War II. Hitler described it as telling a lie so huge that no one could have the audacity to mislead the truth so notoriously. When Trump realised that he is losing the election, through his Twitter remarks, he repeatedly and falsely accusing that there has been a huge election fraud. He claimed that he should have won the election if it is not stolen from him. This study shows that the theme he uses in his tweets as his agenda-setting to portrayed that the election is rigged and corrupted. Besides that, this study also highlighted how he uses emotional valence in framing the election result. He succeeded in using negative and positive emotional valence to invoke emotional reactions and leading to confrontational behaviour.

In his 'holy quest' in overturning the election results, Trump needs the supports of tens of thousands of his loyal supporters, who are predominantly white, Christian, and conservative Americans. These sorts of people who are considered to be more towards far-rights and white supremacy group. Among them are groups such as QAnon and Proud Boys. QAnon has been seen as co-conspiring the storming of Capitol Hill which has been made through social media weeks before the incident [48]. QAnon and Proud Boys followers were spotted among the angry mobs during the incident. Trump uses Twitter as his official voice to propagate and influencing his supporters with misleading and disinformation regarding the Presidential Election result.

He frequently uses name-calling techniques, in this case as attack tweets to discredit and ridicule not only his opponents but also his fellow Republican Party who disagreed with him and did not follow his command. One particular person he frequently attack was the State of Georgia Governor Brian Kemp, other than Joe Biden. Name-calling is defined as associating a person with a negative image and hopes that the audience will somehow reject the person without looking for a shred of evidence. Another technique he uses is glittering generalities where the slogan "Make America Great Again" is always associated with elements of patriotism. During his campaign in 2016, Trump promised to make America great again. By implementing anti-immigrant, white-supremacy, protectionist policy

and dismantling what he claims to be corrupted bureaucracy. This can be seen as a far-right and authoritarian style of governing. Besides that, he often tweets that 'We will Win' the election without providing further facts or evidence. These are just words to appeal to the emotions of his followers in order to inspire them. He often quoting random opinions of his loyal supporters and presented in as proof of his claim. To show that he has the support of the people, Trump employed the bandwagon technique by repeatedly saying that he obtained more votes and received tremendous support from the American people.

On top of that, Trump used the testimonial technique where he tweeted that several prominent people are with him on his conquest to expose the election fraud and eventually overturning the election results. Based on a poll conducted by PBS Newshour in December 2020, 72% or Republicans did not accept the election results [49]. It can be said that, Trump' agenda-setting and propagating a 'big lie' is working in making not only his supporters but also his party members into believing his claim.

By deploying his agenda, stirring emotion and propagate his accusation of a fraud election, Trump successfully rallying his supporters and followers and inspired them to march towards Capitol Hill in an attempt to overturn the U.S Presidential Election. This can be seen in his tweets and also in his speech before the incident which mentioned, "*we fight like hell. And if you don't fight like hell, you're not going to have a country anymore*."

5.4 Trumpism

So, what's next after Trump was defeated. Although he's no longer the U.S. President, his legacy still lives on as in his political ideology, administrative style, and in his supporters. Trump supporters who voted for him in the 2020 Election are 85% white with no-college and a college degree, evangelical Christian, blue-collar and conservative American [50]. Most of them live in the rural area.

To his supporters, Trump is seen as their saviour. Four years ago, when Trump was elected as the President, he promised to bring back the good old days of the American dream by making America great again. His supporters can be seen as stuck in terms of economic and social conditions as many immigrants and foreign companies came and took advantage of the American free-trade capitalist market or the American Dream. Yet, these blue-collar white American people did not gain much of it. Hence, Trump came and gave hope and raised their spirit to become great again. He introduced, among others, anti-immigrant policy, protectionism in trade, isolationism, and establishment reform as he claimed it to be corrupted. Trump is already a well-known figure in the United States, and he branding himself as an 'outsider' from the previous ruling elites. This perception has captured the hearts and minds of white conservative Americans and making them as 'Trumpers' or Trump supporters.

Trump is a populist. His slogan Make America Great Again can be seen as similar to the fascism movement. [51] a journalist from The New York Times has compared Trump with fascism movement and stated that are stark similarity between them. Especially in terms of ideas and ideology where one race will rise to defend its nation after years of decadence. [52] also agreed on the similarities between Trump and fascism. Both of them stated that the similarities include the rhetoric of self-proclaim, playing victim, false allegation and demanding unwavering support for his leadership which only he can save the country from moral and political decay and bring America to its former glory [52]. This corresponds with the findings of this study which identified a similar pattern. The idea of fascism and national mobilisation has given rise and ignite the white supremacy ideology not only in the U.S. but also in other parts of the world.

Moreover, the idea of authoritarian, fascism and white-supremacy style of Trump has attracted others who share the same view and ideology. One particular group was QAnon. With estimated millions of internet-based followers, QAnon is a far-right, conservative, and conspiracy theory group that views Trump as their saviour in saving America from evil conspirators and making America great again [48]. This is because they see Trump's leadership, policy, ideology, and action fall into their

expectation of a messiah [53]. He further added that, Trump and QAnon had been in contact for several years sharing QAnon conspiracy theory and content in his Twitter remarks and to the extend validating their existence. QAnon has been linked as co-conspiring the storming of Capitol Hill, which has been made through social media weeks before the incident [48]. In addition, [2] in their study found out that social media Parler has played a significant role in supporting the incident. This is being done through the content and hashtag used by Parler users, and active users promoting the incident. Many Parler user posted extreme messages which encourage people to join and show support for the incident [2].

In terms of administration, Trumpism is defined as a political strategy that was connected with a unique approach to rebuilding federal administrative capacities in terms of delegitimization of the public service, blurring roles between personal and official matters, demanding obedient and devoted civil servants who doesn't question his directive, politicised and personalised the policy making and policymaker position, and ignore the norms of government accountability [54]. Trumpism is seen as contradicting with the traditional values of the American administrative. During his tenure as president, he introduced among others the anti-immigrant act, withdrawing from international treaties and agreements, started Trade War with China, bringing back American troops in foreign countries, demonstrated a disdain for American allies and disregard professional and expert opinion. This can be seen during the early stage of Covid-19 pandemic in the U.S. Trump's refusing and refuting experts' opinion in managing the pandemic. He decided to believe in conspiracy theories rather than his own health experts. Trump's attitude eventually cost lives. Until the end of 2020, the total death count because of COVID-19 in the U.S. was over 300,000 and the total infected was around 20 million people. This could be one of the factors that cause Trump lost the 2020 U.S. Presidential Election.

Although Donald Trump is no longer the U.S. President, Trumpism will continue to influence the American political scene. In addition, Trump survives two impeachment trials. The House of Representatives adopted one article against Trump for incitement of the insurrection of Capitol Hill. Trump was accused of incited the attack on Capitol Hill on 6th January 2021 to overturn the election results. The trial resulted in 57 senators voted 'guilty' and 43 senators voted 'not guilty'. Trump was acquitted of all the charges as the voting did not receive a two-thirds majority required by the law. Besides that, a report by CNN stating that there are 25 Republican members who are hardcore Trump supporters in Congress. The 25 Republican members represent 12% of 211 House of Republicans that will continue the Trumpism ideology stays on [55]. It can be said that these 25 Republican members are among those who believed that the election was rigged. Is Trump making a comeback in 2024? Trump has hinted that he may be contesting in the 2024 U.S. Presidential Election.

5.5 Theoretical Contributions and Practical Implications

The study's result shows that the capability of social media in determining the agenda-setting in today's world and challenging the traditional definition of agenda-setting theory. Agenda-setting theory emphasizes how traditional media attempts to influence viewers by selecting what issues to show to tell us what to think and what issues are significant. Thus, this study contributes to the literature on agenda-setting by demonstrating how social media changes the way agenda-setting is being made and affects how we think and perceive what is happening around us.

In addition, this study indicated that Trump has successfully built his agenda via Twitter by portraying that the election was corrupted, rigged, and stolen from him. With around 89 million followers on Twitter, including the 74 million Americans who voted for him, Donald Trump could easily convey his agenda or narrative via social media directly towards them. Consequently, influencing the mind of his supporters with whatever facts he wanted to show including misleading and conspiracy theories. Twitter allows a politician to focus on a particular issue for particular audiences [25]. Depending on the inclination of the mainstream media, Trump's tweets were picked up by mainstream

media and became headlines in their news reports either support or refute Trump's allegations. Trump's tweets were often making headlines and more likely to influence the news media agenda [28].

Furthermore, [18] added that the current situation has changed where people have accepted social media as the primary source of news, while news media has treated Twitter as a piece of news itself. The process can be seen as a reversed agenda-setting, where the issue is being determined by a person instead of the news media itself. The emergence of the internet and social media platforms has disrupted the way traditional media agenda setting. The ability to determine what to think and what is important to people is now no longer held by the mass media alone. Thus, this study provides further evidence that reverse-agenda setting can happen with the use of social media.

Trump's narrative was further amplified by his hardcore followers, who stand firm with Trump's narrative that somehow the election was rigged using social media. Trump's tweets are shared by many of his hardcore followers. The mainstream media news then picks up the messages and then tweeted back again with links to the story. As this process repeated and the message being circulated, it becomes more significant and louder. Thus, having more impact and capable of reshaping people's perception [25]. Studies show that tweets containing conflict overtone have a greater chance of being shared widely and tweets with emotional frames are effective in inciting immediate effects [12]. The findings of this research corresponded with the statement as most of Trump's tweets contain emotional framing, which can be used to provoke and instigate his supporters into attacking Capitol Hill.

This study also shows that Trump still employs the same strategy he uses to win the 2016 election. [4] mentioned that Trump won the 2016 election due to his unconventional campaign style using Twitter. Although being heavily criticised by major mainstream media during the campaign period, Trump successfully counteracted the negative framing of media by using Twitter. He managed to gain control of the situation and used Twitter to set his agenda rather than letting the media set the agenda [4].

In terms of propaganda, it can be seen through Trump's tweets where he constantly gave negative connotations to those who opposed him, self-proclaim, portrayed that he is a victim of election fraud, and call for his supporters to rally with him in his fight for America against domestic and foreign evil. The way Trump represents himself through Twitter in this study corresponded with other research on how Trump uses Twitter as a political communication tool to spread his propaganda. A research done by [19] stated that Trump employs an informal, direct, and provocative communication style to build and maintain the idea that America and its people are threatened by not only outsiders but domestic enemies as well. [19] further stated that Trump uses Twitter to normalise his populist engagement and white supremacy agenda. While [25] in his study on Trump's tweets identified themes such as attack tweets, bashing the mainstream media, playing the victim, blaming others, and use charming and appealing slogans like Make America Great Again to gain support. This is in line with the findings in this study where the same elements can be found.

From a practical perspective, the implications of this study regarding using Twitter in agenda-setting and propaganda dictated that politicians who misuse the social media platform to ensure that they stay in power will result in chaos and mayhem. Social media can further political polarize people by creating "echo chambers" that prevent people from getting information other than their pre-existing beliefs. This is because social media are design and build in this way. It uses an algorithm to analyse and determine what we like most, what we often share, what sites we spend most of our time on, and suggest people, groups, links, advertisements, and news based on our preferences. It predicts what users are interested in seeing, spark engagement and maximise revenues. Social media enables users to connect with people who share the same interest or ideology and share their opinion and ideology to the whole world without going through a gatekeeper. This study indicates that a leader's words can make people wholeheartedly believe in the narrative being presented. Besides that, it can also encourage and evoke their supporters to act as they command. Social media does not replace the role of traditional

media in reporting news, it simply enhances and broadcast information without any gatekeeper in inspecting its authenticity and moral values.

This study adds to the scholarly discussion about how tweets can add significance to agenda-setting theory and also to propaganda techniques. Politicians used Twitter as it offers an effective, fast and cheap method in disseminating their agendas and messages to a large or even targeted audience. However, the findings of this study also revealed that Twitter is a double-edged sword, where it can be used for spreading goodness or disinformation, falsehood, and even propaganda. Thus, weaken democratic discourse by focuses on harmful and damaging issues instead of constructive and meaningful agendas.

5.6 Limitation & Future Research

There are several limitations and hindrances face in conducting this study. The main difficulties would be that the study has to rely on secondary data of Trump's Twitter account since it has been permanently suspended from Twitter. Thus, the study only focuses on the wording of aspects without looking into the full context of Trump's tweets. Links to images, videos, webpages could not be retrieved as the account has been deleted. Furthermore, future studies on Trump's Twitter remarks could include these aspects and if possible, the audience engagement aspect which could be related to his defeat. This is to analyse the audience's point of view and how their reaction towards Trump's remarks. Another aspect that has the research potential is the study on the role of social media as a political communication tool as social media platforms nowadays are becoming very powerful in their ability to track, trace and determine what is best for their users. Furthermore, social media companies have the sole authority in determining the information flow.

6.0 Conclusion

In conclusion, this research has accomplished its objectives in studying Trump's Twitter remarks prior to the attack on Capitol Hill. Through qualitative research methods based on agenda-setting and framing theory, this study managed to explore and identify the agenda-setting and framing that have been used by Donald Trump in his Twitter remarks. Besides that, this study also identifies how politicians used social media as a tool for propaganda and disseminating their ideology.

Donald Trump had been proven to be a master in using social media, especially Twitter, to gain support and spread his ideology to influence his audience into believing that the election was corrupted and stolen from him. The study has also shown that social media is capable and has played a significant role in political communication. Using Twitter, Trump managed to create the 'big lie' to portrayed that the whole election process was corrupted since the beginning and the Democrats along with the establishment have been planning all along to topple him. The conspiracy theories he created were well received without questions by his hardcore supporters. The research concluded that agenda-setting through social media is applicable when a politician or a propagandist created an issue to be debated by the mainstream media and the public either on an offline or online platform. The study showed that social media could evoke emotional reactions by using negative and positive emotional valence in framing an issue. In addition, this study also proved that propaganda through social media is capable of causing real-life threats and property destruction.

In addition, social media nowadays is seen as a potent tool in reaching directly to the targeted audience worldwide. Social media platforms have a tremendous responsibility in managing all their users' data and information, including personal data. This is simply because social media users are from all over the world. They have the power to determine the data algorithm in deciding what is good or bad and who will have access to what. The danger of social media platforms is in their capability to track and trace all user activities. It uses our preferences to build a specific version of the world.

Nowadays, almost every person including government and private organisations uses social media for their own benefits and purposes. However, at the end of the day, it is the social media firms who have ultimate control of the system and make all decisions.

7.0 References

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