Trump's Winning Strategy in the 2016 US Presidential Election: In New-Institutionalism Analysis

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Abstract

Trump's nationalist-populist narrative is certainly appealing when discussed in a new-institutionalism tradition perspective sociologically in particular. The value, in this case, refers to the right wing leaning on the borderline of white supremacy who wish to be brought back by Trump through his remarkable slogan: "Make America Great Again". The article is based on the perspective of new-institutionalism tradition. The purpose of this paper is to analyze Trump's winning strategy as a political actor in the political institution, how it is based on values that are socially constructed or culturally framed. During the work, the perspective of new-institutionalism tradition, qualitative approach and secondary data were used. The authors adopt a qualitative approach and use secondary data. The conclusions were made about Trump's various controversial strategies in the US Presidential Election 2016 that were caused by the populist narratives he adopted in the campaign. The results obtained can be useful for political scientists, GR-managers, PR-managers in the field of politics, political technologists, and other related specialists.

Keywords: Nationalism, Populism, New-Institutionalism, Immigrants, The Electoral College.

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1. Introduction

The United States is a superpower with a very strong dominance in the world. In 2016, America held a leader election – namely a president – as a relay from the previous leadership, Barrack Obama. Of course, the candidates who advanced in the election had a shrewd strategy to become the leader of the world superpower. Because of the federal system of government, each state proposes candidates who will later become presidential candidates and competition between states. Besides, each state has several "elector" based on the population. So, citizens vote for the elector representative, who has been known in advance to support existing candidates. Out of the 33 candidates, 2 candidates emerged in the presidential election – namely Hillary Diane Rodham Clinton and Donald John Trump (Federal Election Commission,2021). The strategy election is now a priori relevant and deserves the attention of the scientific community in connection with the spread of the new-institutionalism tradition.

Hillary Diane Rodham Clinton, also known as Hillary Clinton, is an American politician. Before she put up herself as US presidential election candidate, she was a lawyer, diplomat, and the owner of The Clinton foundation. She has been involved in politics for over 30 years holding various important positions. The government positions she once held were as the first lady elected to the United States Senate (2001-2009), United States Secretary of State (2009-2013), and also the United States Foreign Minister (2012-2016). In her 2016 presidential election campaign, Clinton was promoted by a Democrat Party and echoed a variety of issues. These issues that she raised are about constitution, gun control, human rights, and black lives matter. But as the First Lady in the US, the main issue that she really into was about sexism – such as paternalism, women's equality, engagement, and LGBT (Cassese and Holman, 2019: 55). With her planned and systematic campaign, Clinton put a lot of attention from US citizens. The citizens who tend to support Clinton are mostly from the minority. LGBT-Qs, Muslims, and immigrants. But there's more than these people, many celebrities also support her such as Lady Gaga and especially Katy Perry who made a song for her titled "Roar."

While on the opposition side, American citizens have Donald John Trump, also known as Donald Trump, who is carried by the Republican Party. He is a billionaire-businessman and was an MC in the American reality show called "The Apprentice". Like the paradox of Clinton's profile, Trump has

no political or military background (Sabato and et al.,2017). Many campaigns echoed by Trump touched on a sensitive issue that often-caused controversy among American citizens. The issues were mentioned such as restrictions on Muslims entering the country, restrictions on trade through re-negotiating agreements, and tariffs on China (Rothwell,2016). Or the vulgar one, assume that Mexican immigrants are "rapists and criminals". Besides that, he also brought down several parties including John McCain through various mass media that could reduce his chances of achieving citizen's ballot. Yet because of his populist act which raised the issue of the white working class, Trump was able to raise the ballot of his voters and won the 2016 United States Presidential Election through a way that broke political ground of rules. Of course, Trump's remarkable strategy becomes a new history in the presidential election in Uncle Sam's land and is interesting enough to be researched more deeply in the New-institutionalism tradition.

The purpose of the study was to analyze Trump's winning strategy as a political actor in the political institution, how it is based on values that are socially constructed or culturally framed.

2 .Literature Review

New-institutionalism. The existence of the new-institutionalism tradition is a form of disappointment with the institutionalism tradition which is too focused on political structures and negates the political actors. Therefore, in the expansion of mainstream political streams, the new-institutionalism tradition exists as a middle way in analyzing political dynamics. This thing can be observed by its position between inductive and deductive logic. Unlike the rationalism with its simplification assumption which assumes that humans are rational creatures, and the behaviorism with the assumption that political behavior patterns can be generalized or that can be drawn as a conclusion thread – new-institutionalism tradition functions to guide and give an overview of the complexity of political dynamics (Hay,2002).

This tradition focuses more on the macro-sociological unit of a country and will demand a world system to include more deeply research on policy regulations and influence each other's competing interests. New-institutionalism should be an analytical tool to access the broader political implications in refraining rules and regulations that have been "taken for granted" by the public (Hirsch,1997:1702). Based on those statements

above, new-institutionalism tradition has four basic principles. That is "institutions matter" – political institutions very inherent in political actors because its existence was before political actors. Time and space are essential because they become a barometer of the dependencies of actors on the institution. uncertainty and inherent complexity of the political system. And the last, the behavior of political actors that are often irrational is determined through the logic of appropriateness (Hay,2002).

Nationalism. The identity of a nation many times becomes a contradictive issue. On one hand, those identities associated with principal beliefs that humans have to determine his destiny based on assumptions about equality among all nations. But on the other hand, identity could be a dangerous weapon to defending traditional institutions and constructing a social order, but also followed in war, conquest, and imperialism. Beliefs that nation is the central principle of political organization is referred to as nationalism (Heywood,1998). Through a sense of consciousness about the identity of the nation is the main pillar, the community has both in the historical, racial, or religious aspects to foster national loyalty and can unite. The growth of that sense makes them stronger and produces new phenomena – namely primordialism and ethnocentrism. Primordial existence of nationalism is that which perceives national identity as originating from the shared cultural and linguistic heritage that existed long before the struggle for independence and the involvement involved. This precondition is called primordialism. According to Anthony Smith, primordialism prioritizes sustainability between modern nations and pre-modern ethnic communities which he calls "ethni-ethni" (Heywood,1998).

According to Sumner, LeVine, and Campbell, ethnocentrism is a universal phenomenon closely about discriminatory demeanor and behaviors. The demeanor includes seeing one group (the in-group) as high-minded and supreme, one's own standards of value as universal, and out-groups as despicable and puisne (Hammond,2006:926). "In one hand, nationalism is commensurate of racism, but in the other hand, nationalist sentiment creates solidarity and stability, which are preconditions for freedom. These two perspectives are informed by history: in its most extreme nationalism was, at the root of the genocidal policies such as Nazi Germany, and yet it has also been the basis of liberation movements in such regions as Eastern Europe, Asia, and Africa" (Hoffman and Graham,2015). In the expansionist nationalism perspective, it contains a thick Chauvinist element. Certain

nations have several characteristics or qualities that make them superior to others. This can be observed based on the justification of racial and cultural ideology. In the 19th century, Europe strongly believed that European and American "white people" were intellectually and morally superior to African and Asian which "black, brown, and yellow"-colored skins. Even Europeans perceive imperialism as compassion for the less fortunate and are left behind in the world (Heywood,1998).
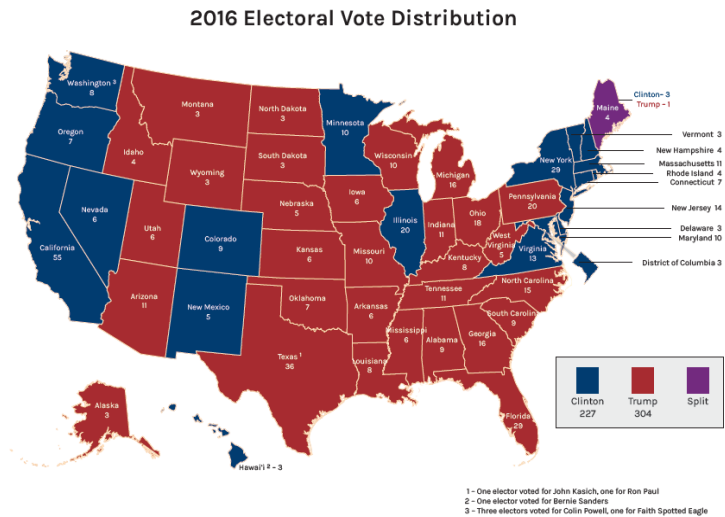
Populism. Not a few presidential candidates use populist issues as one of their campaign strategies in the general election. Donald Trump in the 2016 US Presidential Election used populist issues to conduct the voice of white people like Native Americans who were oppressed in employment. Populism itself is an appeal to "the people" against both the structure of power and the dominant ideas and values of society. It is claim justification on the grounds that they stand up for "the people": that is to say, they claim to represent the democratic sovereign, not a sectional interest such as an economic class (Canovan,1999:2) With simpler language, Mudde (2004: 541) describes that populism says something about the relationship between "the corrupt elite" and "the pure people". To against the oppression of the elite, therefore a political actor who is brave enough to stand up for "the people" is needed. A barometer of the success of a populist political actor could not be divided from a general manner against strong party leaders and have direct communication between party leadership and its supporters – which has evolved over the past decades. To communicating the populist issue, three elements need to draw attention to. There is reference to "the People". A contradiction towards the "corrupt" elite. And the last, a "bravery" to looks different, even though that behavior inappropriate (De Vreese and et al.,2018:423). Populism in its implementation is divided into several more specific phenomena. The mainstream phenomena of populism are radical-left populism, right-wing radical populists, and autocratic-leaning populism. But this article focuses on the phenomenon of right-wing radical populism which is a combination of authoritarianism and nativism. authoritarianism can be seen through the knowledge of the law in the regulation of immigrants, while nativism is relating to the importance of the primacy of native and indigenous values and identities (Mudde,2004:541).

3. Materials and Methods

To explore further, this article is based on the perspective of new-institutionalism tradition. In new-institutionalism, there is some approach to analyzing the behavior of political actors. There is rational choice new-institutionalism, which focused on the political actor's rational choice in political institutions. Historical new-institutionalism focused on the routine and habituation of institutions on political actors – the institution's expansion historically. Sociological new-institutionalism, which focused based on the logic of appropriateness in the political institutions and also based on the value which has been constructed socially nor culturally framed. And the last, discursive new-institutionalism, perceive those political actors also can dynamic political structures (Schmidt,2010:4). In the article "The Controversial Trump on US Presidential Election: in New-institutionalism Analysis" the writer adopts a qualitative approach and uses secondary data. A qualitative approach that is focused by relying on in-depth analysis of one phenomenon and carried out to the root of the problem. The qualitative "style" study seeks to construct reality and understand its meaning. Thus, qualitative research usually accentuates processes, events and authenticity (Somantri,2005:57). To increase the validity of the analysis and avoid plagiarism, the authors use the theory obtained through secondary data. Secondary data is data obtained through people who conduct research from existing sources. The secondary data that contained in this article are particularly from books, journals, and news portals. In addition to strengthening the argument, the author also included a map of the electoral vote distribution in the 2016 US presidential election (Figure 1).

Therefore, the authors of this article discuss Trump's remarkable strategy on United States Presidential Election 2016 with qualitative methods – especially through the tradition of sociological new-institutionalism. In this tradition, the author analyzes Donald John Trump as a political actor whose actions are based on the prevailing political structure. Specifically based on the condition or culture of US citizens so they can win the election. The various actions taken by Trump are a breakthrough in the US election because it can break the opposition party – Hillary Clinton – who has long been involved in politics compared to her. the author tries to package Trump's actions which are known to be controversial and "bulletproof" based on one of the mainstream traditions of political science.

Figure (1): Distribution of Electoral Vote during USA 2016 President Elections

2016 Electoral Vote Distribution

(**Source**: Federal Election Commission (Somantri,2005:58))

4. Results and Discussion

4-1. Analysis of the Winning strategy in 2016

Based on the new-institutionalism theory described above, it claims that the actions of political actors are very attached to their political institutions. These institutions become preconditions for political actors so that political actors give birth to policies or actions that are appropriate to the conditions of the institution. In addition, a more specific approach to new-institutionalism – that is sociological new-institutionalism – leads to the analysis that the institution is not only a formal institution such as a state instrument but more than that – a social-cultural order. Donald Trump's campaign strategy is often seen as disorganized compared to Hillary Clinton's well-organized opposition, giving birth to pessimism for both political observers and the general public for Trump winning the 2016 US Presidential Election. In addition, actions taken by Trump in campaigning through various media aroused controversy from several parties. But for his actions that raised the socio-cultural narrative – namely racial issues related to white workers – the victory was held in his hands in the end. To explore further, the author wants to analyze how the influence of political institutions – namely the white community – on Trump's bizarre strategy to

win the 2016 US Presidential Election (Boys, 2021; Contrera and et al., 2022; Janusch,2022).

The discourse that was delivered by Trump does not only raising the rights of white workers – but is beyond more complicated than that. The issue widened towards nationalism, populism, polarization, the history of the US Presidential Election, and others. First, the Donald Trump's slogan campaigns named "Make America Great Again" or which can be abbreviated as MAGA. The slogan has become a trend on Twitter and not a few people who use his hashtag as a form of supporting Donald Trump's actions. An estimated 5.820,000 tweets use the hashtag. Besides on Twitter, the slogan "MAGA" was also realized in the form of a red baseball cap. It might sound ordinary, but this patented slogan worth 325 USD seems big to US citizens. With the spread and rampant of the slogan in public spaces, people are getting to know Donald Trump's profile and become the vehicle that drove him to the White House. But actually, what does "MAGA" mean and how does it affect all of America?

The slogan "MAGA" itself was not created just like that by Trump, but the fact has been popularized by Ronald Reagan and George HW Bush in the 1980 presidential election campaign. Quoting from NBC, as the purpose of the slogan itself is about administrative reform that is in line with renewed dedication to the American dream. In the next period, the slogan "MAGA" was bought back by Bill Clinton – wife of Hillary Clinton as Trump supported – in his campaign at the 1991 presidential announcement speech. Unlike Reagan, the slogan emphasized Clinton's efforts in making America great again economically, educationally, and socially. But this slogan stopped take turns and was in the hands of Trump who immediately copyrighted it. Reporting from VOA, a former Neo-Nazi – Christian Picciolini rhetorically questioned the meaning of "great again" which should have the meaning "white again". according to a politician from Tennessee, Rick Tyler explained that the affirmation of the word "again" in Make America Great Again refers to television commercials that provide images of the past glory days namely the happy white family in the 1950s. that is a time when America did not yet have home invasions, car jackings, or radical Jihadists and Islamic Mosques. As for Trump himself, the slogan refers to work, industry, and even military strength. The purpose of the work he mentioned was an increasingly narrow field of work for Native Americans (white) due to the arrival of Hispanic immigrants.

Then, how can this slogan have a very big impact on American society? I assume that: the slogan "Make America Great Again" becomes a promising phrase and is a glimmer of hope for "them". During his campaign, Trump always provoked that America at that time lack of victories against the foreign country as related in the political and economic fields. This is based on his statement, "America is in dangerous trouble. We don't have glorious victory anymore. We used to have victories, but not for this time" and also "I looked at the many types of sickness our country had, and whether it's at the border, whether it's the America's lack of law and order". In economic terms, for example, China began to overthrow America's view as the world's largest economy and in the end, China took advantage of America. Also, Trump raised issues regarding government policies related to American trade deals with Japan, China, and Mexico. The action was considered stupid, weak, and reflects the profile of Barack Obama who lacked toughness and competence (Wolf,2017:99). Based on this proclamation, it can be sum up that Trump's statement assumes that Obama's leadership period was not great enough for him. So, Trump must make a breakthrough in how foreign countries do not intervene in the American economy and make those countries will respect America like never before. Therefore, Trump made a nationalist and populist slogan – Make America Great Again – to elevate America's glory and also construct American society's thinking about the current American political climate.

In declaring the statement, of course not all of American agreed with him. Some of his bearer party – Republicans – disagreed with the MAGA slogan. Because the slogan can be stated as a disunite statement, retarded-looking, and made no approval to diversity or progress based on Republican establishment (GOP). In addition, former US President 42nd President – Bill Clinton of the Democratic Party stated that the slogan was a racist act. Although he had used the slogan, he declared that someone who agreed to the truth of the slogan was just a white Southerner. Even the Washington Examiner's, Phillip Wegmann rate "An appropriate icon for his failing campaign". Of course, Trump's actions to print millions of hats bearing the MAGA and are immediately considered as an irrational act and only a populist dream when juxtaposed with Clinton's campaign strategy, though not imaginative and conventional, it works smoothly. But for progressive advertising slogans – namely through Twitter and red cap sales – and Trump

who sells his nationalist-populist issues to the American public, so they can deliver them to the White House.

From the first sequence above how the slogan "Make America Great Again" affects American citizens, one of the basic principles of new-institutionalism can be proved: political institutions are a precondition for the actions of political actors. The American economic climate in which have cooperation with certain countries led Trump to issue the slogan "MAGA" and make American society should be proud of it. And Trump's mission was successful in delivering direct communication between the leaders and the supporters in accordance with the statement above. It cannot be denied, the slogan of Make America Great Again is the most effective kind of political message.

As a basis for analysis and a deeper understanding of the electoral climate in America, the author will give a rough idea of how the presidential election system in the United States is implemented. The presidential election system in the US uses an election system which can be referred as the electoral college. The electoral college itself is an indirect presidential election system, which is expand the same way of preconception and despotic outcomes when elections held in two or more phases. It has four basic principles – namely unanimity, lottery, majority, and proportionality. Initially, a faction or party had many candidates to be made president. Each candidate will be elected if he gaining a majority of first preferences; otherwise, candidate with the lowest ballot is banned from the election and their ballots will be shifted to their next preferences for rounds of consecutive counting to the final results of candidate participation. This procedure will open the chance for voters to show which candidates they choose in a second-round if their most favorite candidate has been knocked out on the first round – because this execution, it is usually called as instant runoff in the United States. This variant is one of the concepts of majority rule which called majority-preference who was conceived by a Harvard College professor, William R. Ware (Colomer,2016:73).

After the first round, two of the most elected presidential candidates were present in the second round. Unlike the first round, in the second round, the voters can choose both candidates. This voter election has previously been recognized as choosing which candidate. When someone chooses, what they actually choose is this voter. Each state has voters that support proportionally, which can be called the House of Representatives. Through

representation, presidential election results are easier to achieve unanimity. The interesting part is, most states about the principle of winners take all who have the most votes take all the voters in the country. In the US alone the number of voters from all states is 538 and to become president a candidate must get 270 EV (Electoral Vote). Returning to the discussion of Trump's winning strategy, in the following statements authors await the results of the 2016 US Presidential Election based on the distribution of the voter distribution.

Based on the electoral vote distribution map, reported by the Federal Election Commission, it shows that the majority of Trump voters are electors from the southern states of the United States. The red one, is for the states that vote Clinton, the blue one is for Trump, and purple is for states that has split votes. The map shows that 13 of 16 southern states chose Donald Trump and the rest chose Hillary Clinton. The cities are Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and West Virginia. More broadly, Donald Trump from the Republican party won 304 EV while Hillary Clinton won 227 EV. In conclusion, Donald Trump won the US Presidential Election with southern states in the US as a major factor in Trump's vote entry. This justifies that: Bill Clinton's statement that states the voters who voted for Trump were those white people southern states; the slogan of Make America Great Again is an effective political message for those who are white.

The effect of the second issue that was brought on by Trump massively namely regarding immigrants. As the sentence has been stated previously, racial issues continue to be brought Trump in his campaign. One of them is the difficulty of white Americans in finding employment. To follow up on this matter, Trump promised to restrict employment for immigrants coming from Asia, the Middle East, and especially Mexican. Trump strongly prohibits immigrants from South America because they come to live and work in America – without official permission from the government – to take advantage of the country's privileges and freedoms. This can be seen from the number of Latin micro industries that began to develop in America. Based on a Congressional report in 2019, it was found that almost 60 million Latinos in the United States already had accounts with a total of $ 2.3 billion in economic activity. Where it occupies the eighth position in the

largest economy in the world. The dominance of the Latin economy often shifts the opportunities of Americans themselves in employment.

Therefore, he realized the restrictions on employment for immigrants in the construction of Trump Wall. Quoting from Time magazine, in his presidential campaign speech, Trump stated that "I would build a greatest wall in the world, and I'll build them very inexpensively, the greatest wall that I will build is located on our southern border. And I will have Mexico pay for that". But the statement was replied by former Mexico president, Vincente Fox who stated that "We are not paying for that stupid wall". Besides, the attitude of disapproval is also felt by American society itself. According to a poll conducted by CBS, 59% of Americans precisely disagreed and some of them even staged massive demonstrations against immigrants.

Anti-immigrant attitudes towards the Hispanic Trump declared it again through his speech at Trump Tower in June 2015 which stated that "The US has become a landfill for everyone else's in the world matter. It is true, and these are the best and the finest. When Mexico sends its people, they're not sending their best. They're sending people that have lots of problems to this great country. Such as bringing drugs and crime. And noted this: They're rapists. And some, I assume, are good people". From Trump's statement in the view of the new-institutionalism tradition, this refers to his actions which simplify the Hispanic. Wherefrom some of the data he collected, Trump concluded that Hispanics had a bad influence on Americans such as drugs, crime, and rapists. Whereas Trump's statement contradicts a report from the US Congress – Namely not all Hispanics have a bad influence, but it can have a good influence, one of them in the economic field. This justifies the new-institutionalism tradition where this tradition does not agree with behavioral assumptions about generalization.

Trump's nativism through his various campaigns is certainly very much related to populism, especially right-wing radical populism. Every strategy presented by Trump makes his figure as a public instrument, which can foster feelings or emotions for identity differences and similarities. He was present as a figure who wanted to stand up for a white community who felt oppressed in employment (nativism). and therefore, he wants to regulate policies related to immigrant regulatory laws (authoritarianism). But as a result of Trump's populist stance, American society is at risk of division (polarization) – that is, white natives and immigrants. In addition, the

narrative of Trump's populism also led to the extinction of the democratic system. A political actor uses populism as a tool to grow the "people" awareness that they have the same structural level in power. This awareness is a capital for political actors to mobilize the masses in weakening democratic power. Another more dangerous consequence of populism is the emergence of proto-totalitarianism. As a result of society being consumed by the populist narratives issued by populist figures, it is feared that for the next period the people who agree will continue to nod and make it difficult to criticize. Therefore, populism must emerge from the dichotomy trap between Native American communities and immigrants. So that the role of populism as a means of realizing that democracy continues to be monitored by the community so that the state returns to find the constancy (Canovan, 1999:2).

4-2 .Trump's Winning Reforms for 2020 Election: Policy of Increasing Employment

Contrary to the 2016 election where Trump wins a landslide victory, the 2020 election turned out to be much challenging for Trump and Republicans to achieve victory. Trump's tactic followed by his policy severely changed over the course of his presidency as mainstream media claimed to be a white supremacist. Proven by Douglas Murray from the Telegraph stated that Black Community had witness the effort of President Trump in improving their livelihood through the new record of Black employment (Murray, 2020) In the areas where the job bleeds suddenly had a president who give them jobs typically manufacturing jobs (Murray,2020). It was stated that during this election the Republican Party receive more votes among the people of color (Greenfield,2020). In Colorado for example where the majority of its population is Latino, at least 31% of Latinos, 30% of Asian Americans, 12% of African Americans voted for Trump (Greenfield,2020). Further example in Florida, at least 47% Latinos and 43% Jewish population voted for Trump (Greenfield,2020).

Shifting back to the time during his presidency, there is #Walkaway Campaign. This grassroot movement is founded by a former liberal Brandon Straka, The Walkaway Campaign is dedicated to share the stories of Americans who left the Democratic Party as Straka on his website stated had become authoritarian and fascist: forcing Americans to government-controlled health care, school, stifling speech that challenge liberal ideals and their candidates as well as other issues such as welfare program and

cancel culture. The Movement is filled mostly with LGBT person, American immigrants, ex Democrats, and people of color such as African Americans, Latinos, and Asian Americans. To put it simple, the goal is to release the American people specifically those who align with Democrats to release from the Left's narrative, joining the Right silent majority. This Campaign sparks a breakthrough controversy and able to gain minority voters in the 2020 election. The endorsement of Lil Wayne, and partnering with Ice Cube to create an investment plan for Black America called The Platinum Plan further debunked the White Supremacist image and theory spurned by Obama and the Democratic Party as well as mainstream media that project Trump's campaign remarks (Ostfeld and Garcia,2020).

The main factor of sudden surge came during his presidency, where President Trump although known for his informal and straightforward behavior, he manages to win the hearts of minorities through many programs that mainly focus on American citizens and legal immigrants such as the First Act Step Law in 2018 which helping prison inmates to reintegrate back to society through expanding access to rehabilitation programs that address prisoners needs and risks in promoting rehabilitation, creating stability as well as providing a second chance/ opportunity for prisoners to succeed (President Donald J. Trump Has...,2020).

Trumps policy of increasing employment through providing jobs as well as rising wages, enabling low-income workers seeing fastest gain and unemployment rate for African Americans, Asian Americans, and Latino/Hispanic Americans hitting the lowest since a decade (President Donald J. Trump Has...,2020). This also caught the attention from the Democrat State Representative Vernon Jones that endorse Trump (Bluestein,2020:132). Thus, not only debunking statement that Trump is a White Supremacist but also winning the hearts and minds of minorities in the US at the costs of losing White voters. On the other hand, despite all the efforts and policy that Trump had made, the mainstream media continues accuse Trump for race baiting even at the end of final presidential debate where Trump mention coyotes that smuggle children and illegal immigration to US soil (Sadeghi,2020). As the term "coyotes" meant for smugglers, the reaction among mainstream media as well as social media such as Twitter are filled with rages, calling President Trump racist and further on piles in the media accusations of racism.

Nevertheless, Trump's strategy election for 2020 is projecting his successful policy and used it as a proof of trust. Lastly there is a footnote, why President Trump sounds notorious in the ears of Indonesians than Joe Biden despite Trump entering politics for only 4 years and Biden more than three decades. Indonesia does not possess left and right political spectrum unlike United States and other countries such as United Kingdom, Philippines, and Israel with each local party's joined in coalition and all policies of every party favors Big Government whereas the United States party is divided into Big Government party (Democrats) and Small Government party (Republicans and Libertarians). This issue further fueled by Mainstream media journalism that view Trump as racist, misogynist and homophobic, turns in favor of Joe Biden and his policy of public health care, public issued welfare, and high taxations to large corporations.

5 .Conclusions

Donald John Trump's victory is caused by the populist narratives he adopted in the campaign. One of them is the issue of oppression of Native American communities – white skins – in the economic field. They feel the employment sector was acquired by immigrants – such as Asian, Arabic, and especially Hispanic. Trump is present as a figure who upholds white supremacy. This justifies Heywood's statement regarding expansionist nationalism – that is, believing that European and American "white" people are intellectually superior to African, Asian, black, brown, and yellow. From this statement, it can be concluded that the American presidential election climate was strongly influenced by racial issues and led to European times in the 19th century. On racial interests as well, Trump made the slogan "Make America Great Again" which implicitly meant Obama's leadership was not great enough for Trump. Because, the actions were taken by Obama tend to support immigrants – that is, cooperating with China and Japan. Of course, not all Americans agree with it. Even his party often has different polls with him. But with his controversial strategy, somehow, he made it.

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