THE INCLUSION OF IDEOLOGY IN JOKOWI'S SPEECH VIEWED FROM THE PERSPECTIVE OF APPRAISAL THEORY

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by

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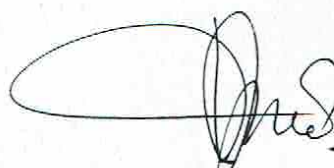NIP. 196105241986011001

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PERNYATAAN KEASLIAN

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menyatakan bahwa yang tertulis dalam tesis yang berjudul "The Inclusion of Ideology in Jokowi's Speech Viewed from the Perspective of Appraisal Theory" ini benar-benar karya saya sendiri, bukan jiplakan dari karya orang lain atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku, baik sebagian atau seluruhnya. Pendapat atau temuan orang lain yang terdapat dalam tesis ini dikutip atau dirujuk berdasarkan kode etik ilmiah. Atas pernyataan ini saya **secara pribadi** siap menanggung resiko/sanksi hukum yang dijatuhkan apabila ditemukan adanya pelanggaran terhadap etika keilmuan dalam karya ini.

Semarang, 2 Agustus 2019

Yang membuat pernyataan,

Gisty Listiani

MOTTO AND DEDICATION

I have been impressed with the urgency of doing. Knowing is not enough, we must apply. Being willing is not enough, we must do.

(Leonardo da Vinci)

This thesis is dedicated to :

This thesis is dedicated to English Language Education, Pascasarjana, Universitas Negeri Semarang.

ACKNOWLEDGEMENT

Finally, I realize that this thesis is still far from being perfect. There are some flaws in this thesis, but I highly hope that it will give some benefits to the world of education.

Semarang, August 2019

Gisty Listiani

ABSTRACT

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Keywords: Appraisal, ideology strategy, Jokowi's speech.

Ideology is a belief towards a particular idea which is commonsensical as it is required by the society as the answer of particular issues. In common practices, ideology might become considerable since it is realised through the use of words that are meaningful and powerful. One language feature that can be used to convey ideology is appraisal resources. This research aimed to describe the inclusion of ideology viewed from the perspective of appraisal theory. It employed descriptive qualitative approach. The object of the study is a speech text performed by Jokowi in the World Economic Forum of Asean 2018. The results of the study depicted that there were seven ideology strategies that had been implemented viewed from the attitude appraisal analysis. The seven ideologies were implication, consensus, hyperbole, pre-supposition, national self glorification, lexicalization, and irony. Besides, the ideology inclusion in Jokowi's speech viewed from the perspective of engagement appraisal pointed that there were six ideology strategies that were implemented by the speaker. They are implication, evidentially, pre-supposition, national self glorification, hyperbole, vagueness, and consensus. In addition, the inclusion of ideology in Jokowi's speech viewed from the perspective of graduation appraisal conveyed that there were four ideologies applied in the speech, they were implication, hyperbole, national self glorification, and number game. By taking account of the results, this study is expected to escalate the quality of English teaching and learning dealing with words understanding beyond the meaning.

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CHAPTER 1

INTRODUCTION

This chapter comprises of background of the study followed by reasons for choosing the topic, research questions, objectives of the study, significance of the study, scope of the study, definition of key terms, and outline of the research.

1.1 Background of the Study

Ideology is a depiction of someone's attitude in dealing with a particular idea based on his or her own point of view. It is an assumption that is formed from the results of analysis, observation, data compilation, field evidence, or even theory integration. The presence of ideology might become the cornerstone of decision making of any aspect in human's life. It does not only affect the result but also the process of making a decision that reflects the value of the ideology itself. As a consequence, the significance of ideology can be determined by many factors such as personal interest, a shared-goal of within a group, political situation, natural phenomena, or even conflict.

Ideology is "the basis of the social representations shared by members of a group" (Van Dijk as cited in Architecture 2012). The members among a group having the same intention places ideology as the rationale to achieve goals. The ideology might be considered as the right answer of challenges and problems. Consequently, individuals use it as the basis of taking action and responsibility when responding to some issues. It might be related to political issues, business practices, social phenomena, economical situations, social activities, and etc.

However, the importance of ideology cannot be separated from a logical way of thinking that is in line with social norms existed among the society.

Ideology as a system of beliefs can be expressed in "symbols, rituals, discourse and other social and cultural practices" (Van Dijk as cited in Architecture 2012). It is presented as a belief that is commonsensical at it is required by the society as the answer of particular issues. This belief is expressed through the use of acceptable ways in society. In common practices, ideology might become considerable since it is expressed through the use of words that are meaningful and powerful. By using suitable words and expression, people will take into account the way an ideology is able to become a social construct as its components and products are clearly conveyed. Therefore, expressing ideology cannot be separated from the application of appropriate language and words that reflect the fundamental functions of the ideology itself.

Ideology can be conveyed both in written and spoken form. In written form, people tend to write a book with million series of words that make it worth to read. In spoken practice, people choose to narate an argumentation comprising their point of view. The presence of language in both two forms are highly notable as people nowadays are becoming more critical, yet some of them are also judgemental. In this case, the use of language reflects not only about how language users utilize it but also the intention that is being conveyed. Thus, in order to succeed when delivering meaning related to what is believed, the use of clear statements and suitable expression must be taken into account.

Language as a media to express ideas, belief, and assumption has rules and significance. A written language represents the language through the system of writing. The text produced in writing system should be cohesive and coherent. It must be able to be a bridge between the writer and the reader so that the writer can grasp the meaning of the text. In another words, the idea being expressed in a written language should be connected one to each other to make it meaningful. Meanwhile, in spoken language, the utterance produced becomes the media of communication between the speaker and the listener. It is usually in the form of face to face communication. One of the spoken language forms is public speaking.

Public speaking as literally viewed can be divided into two words, they are public and speaking. In general, public means in mass and it deals with a lot of people while speaking means talk or say about something and as one of communication methods. Hence, public speaking can be interpreted as a method of communication to talk or say about particular topic that is intended for the people. Some people do public speaking with various intention such as to persuade, to explain, to describe, and to influence especially when speaking about a particular ideas in the form of speech.

Speech is a public speaking activity in the form of formal talk performed by a speaker to express his or her opinion or give a depiction about a thing or topic. There are many purposes of speech intended by the speaker like directing the people to agree with the speaker's asumption, giving such picture about social phenomena, encouraging people to cope with the current issues, and creating a positive impression to those who hear the speech. In order to achieve intended aims of

speech, speaker needs to use a good construction of speech followed by a suitable act in performing the activity. It requires various aspects of speech such as good grammar, understandable words, clear voice, correct pronunciation, and appropriate attitude. Regarding the meaning delivery, language features are employed to engage the listener with the content of the text. One of the language fatures that is commonly presented in speech is appraisal.

Appraisal refers to the attitudinal colouring of talk along a range of dimensions including: certainty, emotional response, social evaluation, and intensity (Eggins, 1997). It is a domain in linguistics that concerns with interpersonal assessment. When a speaker communicates using English by presenting appraisal, they will not only learn how to exchange information but they will also learn how to show affection, appreciation or even judgement so that the interaction becomes more meaningful and attractive.

The presence of appraisal in speech depicts the flexibility of language using. It shows how language can be used to emphasize certain thought or belief so that it can engage the listener with the main point being conveyed by the speaker. Futhermore, appraisal is positioned as an essential part of the speech in order to strengthen the intention of the speaker. It is expected that the implementation of appraisal can provide a clear sense about the topic being delivered to achive the goals of the speech whether it aims to give information, to influence, to support or even to offer a solution. In regards to these functions, the implementation of appraisal is revealed as it is used by President Jokowi in his speech in the World Economic Forum on Asean 2018 to reveal the ideology of the President viewed

from the perspective of three appraisal components, they are attitude, engagement, and graduation.

The speech of President Jokowi is chosen since President Jokowi is number-one person in this country. His humble attitude becomes the spotlight of public's attention eventhough his regulations and policies often emerge pros and cons among the people. His speech in Economic Forum becomes the focus of the study as it may emerge misunderstanding when the messages are not well-interpreted. He often deals with any confrontation and criticism from inside and outside the country regarding his decisions and acts toward an issue. However, instead of making him tremble or feeling inferiority, the criticism even makes him more courageous and tough. Therefore, all the things related to him will always be a material for discussion by the public, including his nature in front of local and international community, his attitude when facing up his political opponent, and also his language when delivering his thought or argument. That is why I am interested in President Jokowi than the other figures.

Moreover, another reason of why President Jokowi's speech is chosen because speech can depict the image of language used. Through the speech, the ideology of President Jokowi can be revealed so that the audiences can grasp the real intention and ideology of Jokowi instead of being misunderstood with the opposite meaning. Hence, this study is carried out in order to assist the audiences to comprehend the meaning and messages conveyed by Jokowi. In relation to this, appraisal becomes the concern of the speech analysis. The analysis covers the three components of appraisal, including engagement, attitude, and graduation. The analysis is then

enhanced by the interpretation of President Jokowi's ideology in order to draw conclusion of the speech intention.

Regarding the explanation above, I intend to analyze the inclusion of ideology in Jokowi's speech viewed from the perspective of appraisal theory. The analysis will reveal the implementation of appraisal used in the speech and the ideology of President Jokowi.

1.2 Reasons for Choosing the Topic

The topic in this research is " The Inclusion of Ideology in Jokowi's Speech Viewed from the Perspective of Appraisal Theory".

The reasons in choosing the topic of this study can be stated as follows:

First, President Jokowi's speech is chosen because the utterances expressed by the President are believed to have power. This is affected by his position as a leader of Indonesian so that every single statement is assumed to be meaningful. By considering the role of President Jokowi, the speech therefore might have such attraction of why people worth to hear. It can be known from the delightful supposition used by him. This kind of supposition becomes viral among netizen since it mentioned villain character of the well-known movie to engage the listener with Jokowi's ways of thinking. Thus, I decides to use President Jokowi's speech in the World Economic Forum of Asean 2018 as the object of my research.

Second, ideology emerges as an interesting issue to be discussed. The presence of ideology reflects what is believed by a person. It can be something unique, critical, questionable, credible even unusual. The characteristic of ideology is in line with the way of a person sees issue in his or her own perspective. This

thesis attempts to reveal the ideology of President Jokowi by analyzing the speech text delivered in the World Economic Forum of Asean 2018. Hopefully, by conducting an analysis of Jokowis' ideology, the findings can provide a picture about how the President copes with the issue, give a depiction about the concrete solution in order to solve the problem, and exemplify that every word used by the President has power in attempts to influence and convince the listener.

Third, appraisal analysis is carried out to demonstrate that appraisal plays role in describing the function of language in a social context. It explicates that the existence of ideology in the President's speech can be identified from the perspective of appraisal analysis. The analysis leads to a depiction on how words are used to engage the listener with the purpose of the speech. In this thesis, each category of appraisal takes part in explaining the meaning that is indicated by the existence of feelings, emotions, judgment, and evaluation of the text. Thus, the analysis of appraisal is conducted to give a view on how President Jokowi uses language as a media to convey his ideology and collaborate the words to become a bridge to build relationship between him and the listener in order to make the speech worth the meaning.

1.3 Research Questions

The research questions of this study are:

1. How is the inclusion of ideology in Jokowi's speech viewed from the perspective of attitude?

2. How is the inclusion of ideology in Jokowi's speech viewed from the perspective of engagement?

3. How is the inclusion of ideology in Jokowi's speech viewed from the perspective of graduation?

1.4 Objectives of the Study

Based on the problems mentioned above, the purposes of this study are as follows:

1. To analyze Jokowi's speech in order to explain the inclusion of ideology viewed from the perspective of attitude.

2. To analyze Jokowi's speech in order to explain the inclusion of ideology viewed from the perspective of engagement.

3. To analyze Jokowi's speech in order to explain the inclusion of ideology viewed from the perspective of graduation.

1.5 Significance of the Study

The inclusion of ideology in attitude appraisal implemented in President Jokowi's speech is explained so that theoretically it can provide the knowledge and information about the use of attitude appraisals in revealing the ideology of President Jokowi. Practically, by taking consideration to what is believed, the language users will be able to identify the expression in order to show feeling and thought. Pedagogically, this study is expected to give all parties including teacher and English learners an obvious elucidation about how appraisal correponds to a speech text concerning with emotional reactions and evaluation of things.

The inclusion of ideology in engagement appraisal implemented in President Jokowi's speech is explained so that theoretically it can provide the knowledge and information about the use of engagement appraisals in revealing the ideology of

President Jokowi. Practically, the use of engagement category aims to expose the readers to state their position or viewpoints towards certain issue or things as a reflection about what they believe in. Pedagogically, this study is presented to assist both teachers and learners in exploring English language in regards to the construction of a speech that is meaningful and purposeful in line with what they are sure about.

The inclusion of ideology in graduation appraisal implemented in President Jokowi's speech is explained so that theoretically it can provide the knowledge and information about the use of graduation appraisals in revealing the ideology of President Jokowi. Practically, this study might become a picture for teachers and learners to construct a speech that has strong belief, value and focus by the use of graduation category. Pedagogically, it is expected that the results can be a reflection for teachers and learners in implementing a suitable word choice to indicate the degree of their belief or ideology towards certain thing, issue or topic

1.6 Scope of the Study

The scope of this study is speech delivered by President Joko Widodo in the World Economic Forum of Asean 2018. The inclusion of ideology in President Jokowi's speech viewed from appraisal system theory is the focus of the study. The inclusion of ideology will be analyzed by using attitude appraisal, engagement appraisal, and graduation appraisal. This study will employ appraisal theory proposed by Martin and White (2005) and ideological theory by Van Dijk (2004).

1.7 Definition of Key Terms

In regards to this study, there are some key terms that should be understood by readers. The definition of key terms are described below.

1) Appraisal

Appraisal concerns with the interpersonal meaning to evaluate how speakers/writers share their feeling or judgement to take their position through their voices (Martin & White, 2005: 1). It is used to negotiate their personal stances and differentiate whether the utterance are positively or negatively conveyed. It consists of three domains of subsystem, including atitude, engagement, and graduation. Attitude relates to the ways in which feelings are seen as a system of meanings. According to Martin and White (2005), this system has three semantic areas: emotions (affect) which deals with the expression of positive and negative feelings; ethics (judgement) which is concerned with attitude towards behavior; and aesthetics (appreciation) which involves evaluations pf semiotic and natural phenomena according to the ways in which they are valued or not in a give field. Then, the semantic system of engagement deals with the interpersonal negotiation of the source of attitude; it responds to a social dialogic persective developed by White (2000, 2003). This system allows us to analyze the source of origin of attitude, identifying discourse as more monoglossic or heteroglossic in orientation. Next, the system of graduation has to do with the fact that the value of attitude can be raised or lowered in the discourse. It is possible to intensify or diminish our meanings (Force), or we can "sharpen" or "soften" the boundaries of categorical meanings of an experiental phenomena or attitudinal value (Focus).

2) Speech

Speech is speaking with a clear voice, in a way that makes speech interesting and meaningful. Speech can be done both in formal and informal situation. A speaker deliver speech with various purposes, such as to inform, persuade, give opinion, express agreement or disagreement and etc. A speech is a conversation with the audiences. It deals with an appropriate language, tone of voice, volume, facial expressions, gestures, and movements.

3) Ideology

Ideology is a set of beliefs that are dominant in society and are used to justify the power and privilege of the ruling class. It needs to be analyzed as the socio-cognitive interface between societal structures, of groups, group relation and insitution, on the one hand, and individual thought, action, and discourse, on the other hand (Dijk, 2011). Ideology is used to obscure the truth, to give people a false picture of how the world works in order to manipulate and control them. Ideologies can vary greatly in the following ways: Complexity: Some ideologies are very simple, whereas others, such as Marxism, are quite detailed. Consistency: Sometimes the ideas that constitute a single ideology conflict with one another. Similarly, sometimes a person's views shift significantly over time. Flexibility: Some elaborate ideologies, like some religious beliefs, allow almost no wiggle room and have answers to all questions. Other ideologies have a great deal of flexibility.

1.8 Outline of the Research

Five chapters are presented in this study, they are: (1) introduction, (2) literature review, (3) research methodology, (4) findings and discussion, and (5) conclusions and suggestions. Chapter 1 comprises of background of the study, reasons for choosing the topic, research questions, objectives of the study, significance of the study, definition of key terms, and outline of the research. This research is built up from the inclination of ideology analysis from the perspective of language theory. Part of background of the study elucidates how ideology can be construed through the use of appraisal system. Then, the explanation is further explained by the explication of the reasons for choosing the study. In regards to the research topic, there are three key words as the cornerstone of why this study is carried out. First, in general, the speech of President Jokowi is assumed to be unique, critical, and encouraging and it is also believed to have power and meaning. Second, ideology inclusion done by Jokowi is attempted to be revealed because I want to figure out the truly intention underlying the speech. Third, appraisal analysis will be conducted to disclose the function of language in a social context. Having determined with the reasons for choosing the topic, the study continues with research questions. Three research questions are established completed with the objectives of the study. Those three research questions consist of the inclusion of ideology viewed from the perspective of attitude appraisal, engagement appraisal, and gaduation appraisal. The objectives are intended to uncover the answers of the questions followed with research significance to see the important of the study theoretically, practically, and pedagogically. Then, the next part is scope of the

study functions to give information about the limitation of the research so that it will not be overboard. The definition of key terms is the next point that is used to give a picture about the terms that become the key words to understand the content of the study.

Chapter 2 explains review of the previous studies, review of theoretical study, and theoretical framework. Review of previous studies elucidates sixty studies that have been conducted by various researchers to investigate the similarity and gap between those studies and the study that is being conducted. Review of theoretical study is presented to explain the theories underpinning this research to become the groundwork in constructing theoretical framework. The theoretical framework then will be provided in order to support of the theories underlying the study, to frame the research questions, and to identify the concept of the study.

Chapter 3 deals with research methodology that comprises of research assumptions, research design, subject and object of the study, roles of the researcher, unit of analysis, instrument, method of collecting data, procedures of analyzing data, techniques of reporting the findings, and triangulatior. Research assumptions convey the predicted findings of the study. It is believed that the ideology of Jokowi is realized in the text speech viewed from the perspective of the three appraisal components. The research design then indicates how the study is carried out. It covers five research stages that are interconnected. The speech text which is the material to be analyzed in this research is the object of the study and the subject is President Jokowi who performed the speech in the World Economic Forum of Asean 2018. In order to find out the best output, I as the researcher will

play several roles, such as data collector, data analyzer, and reporter of the findings. Those roles will be done in sequence reflecting the concept in the theoretical framework. Then, after obtaining the data, the process of analysis will be conducted by using clause as the unit of analysis. The clause will be analyzed by employing research instruments in order to figure out the answer of the research problems in this research. Furthermore, this study also explains method of collecting data that is by transcribing the speech into a written form of transcription. This kind of written data then is analyzed by following the procedures of analyzing the data that function to avoid overlapping step. The next parts included in this section are techniques in reporting the findings continued by triangulation that integrate the findings of the study with the feedback of experts in order to strengthen the output and avoid ambiguity.

Chapter 4 explains the findings of the research and discussion. The analysis conveyed three things as the main points. First, it provides detailed explanation about the inclusion of ideology in Jokowi's speech viewed from the perspective of attitude appraisal. Second, it describes the inclusion of ideology in Jokowi's speech viewed from the perspective engagement appraisal. Third, it elucidates the inclusion of ideology in Jokowi's speech viewed from the perspective of graduation appraisal. The analysis of those three points are started from the clause level analysis that determines the implementation of appraisal items. Then, it continues by classifying the appraisal items according to its categorization which are enhanced with an analysis of ideology strategy analysis. After having done with collaborating those two analyses, an interpretation in the form of deeper and

detailed explanation is provided. The analysis revealed that there were 40 clauses containing appraisal resources. Those clauses comprised of 15 clauses containing attitude, 15 clauses containing engagement, and 10 clauses containing graduation. The analysis of attitude conveyed that there were seven ideology strategies employed by Jokowi with implication as the most frequent strategy used during the speech. This result indicated that Jokowi tended to provide the baseline of his feeling and valuation before coming up with the real intention which was to express appreciation or judgement . The analysis of engagement revealed that there were also seven ideology strategies included in Jokowi's speech. Implication, presupposition and consensus were the three ideology strategies that were frequently employed by him. It meant that Jokowi was keen on stating his position towards trade war whilst also creating solidarity among nations. The third appraisal analysis elucidated that in engagement category there were only four ideology strategies utilized during the speech. Implication emerged as the most strategy used by Jokowi in the way of emphasizing meanings.

Chapter 5 provides conclusion and suggestions which place the result findings as a consideration. It takes the main point of the discussion as the base to draw conclusions. Hence, it mentions the type of ideologies included in the attitude, engagement, and graduation appraisal. By referring to the previous parts, it is concluded that there were 40 clauses containing appraisal resources that were identified from the speech. Those clauses were known to have 15 clauses containing attitude. In analysis of attitude, it was indicated that Jokowi was keen on expressing judgement and using ideology of implication to evaluate an issue. Engagement

analysis showed that there were 15 clauses with heterogloss and ideology strategy of implication as the prominent features. It was proven by the ways of Jokowi reporting an Indonesian achievement and acknowledging the results of scientific research related to economic growth. Then, the analysis of graduation resulted in the use of subcategory focus in all of the clauses which meant to assess the degree of intensity and amount. In graduation, Jokowi tended to employ implication as he had messages behind his utterance of conveying number and repetition. The suggestions are made in order to provide a picture about things that are required to be taken into account related to the benefits of the study and aspects which may be extended by the future researchers in regards to the collaboration of appraisal systems and the inclusion of ideology in spoken language. Generally, it is suggested that this study can enhance the quality of English teaching and learning as the teacher does not only teach about word structure and grammar, but also how to understand word beyond meaning. It was also suggested that future researcher can conduct a study about the application of appraisal in spoken language wheter it is formal or informal interaction and the inclusion of ideology by employing ideology theory proposed by other experts.

CHAPTER 2

REVIEW OF RELATED LITERATURE

This part explains review of previous studies, review of theoretical study and theoretical framework of the study.

2.1 Review of the Previous Studies

The aim of this part is to describe related references that comrpise of eight groups. There are some points to be explained in relation to the appraisal realization and the implication of the presence of appraisal in the analytical exposition text. A number of previous study concerned with appraisal and its implications are presented below.

The first category is the application of appraisal in teaching critical reading. This category of study has been conducted by several researchers. (Ruo-mei, 2016; Akbarzade, 2014; Hidayati, 2017; and Liu, 2010) applied a new theoretical framework-Appraisal Theory to the analysis and teaching of college English reading. The results of the study indicated that the application of appraisal theory to the teaching of college English reading is very helpful for students in their reading comprehension. With the help of appraisal analysis, students experiences a better understanding of the reading materials. It also indicates that the Appraisal Theory can be used as a strategy to develop students' critical thinking.

The second category deals with the implementation of appraisal theory in analyzing speech. Some experts have conducted this study on the speech carried out by several well-known figure. (Rohmawati, 2016; Faidatun, 2018; Mafruchatunnisa, 2016; Ananda, Nababan, and Santosa, 2018; and also Suprihatin, 2016) revealed that in delivering speech public figures employ all categories of appraisal, but they tend to use positive attitude when dealing with issue that is being encountered. Then, the most dominate graduation in both speeches is force since they want to emphasize their intention towards a particular issue.

The third category explains the use of appraisal system in analyzing speech in more detailed classification. It describes the way appraisal is inserted in the political speech. several experts have carried out this study. In general, (Rahma, Yunianti, 2017; Bayram, 2010; Pionery, 2017; Isti'anah, 2016; Langrova, 2010; Meisyitah, 2018; Rohmawati, 2016; Karim, 2015; Sim, 2013; Yuliana, Kamsinah, 2018) conducted studies with similar objective that is to figure out the goals of the speaker in performing political speech. The findings indicated that among language, power, and ideology are connected to each other. The speaker's intended meaning can be shown from the use of modality to prove potential and ability of the speaker. Besides, affect as one of the appraisal component was presented to share feeling and positive attitude as a symbol of optimistic.

The fourth category describes another kind of speech that involves appraisal system to be analyzed. It explains the realization of appraisal in eulogy speech. The studies conducted by (Maula, 2018; Mafruchatunnisa, 2016; Mardiana, 2018) revealed that the most frequent appraisal system that emerged is judgement. In

eulogy speech, the eulogists were keen on recalling the admiring behaviour of the deceased during his or her life that heightened the family's member feeling of love, respect, and proud.

The fifth category is about the realization of appraisals in students' essay writing. This kind of study has been conducted by (Xinghua and Thompson, 2009; Ngongo, 2016; Ngongo, 2017; Wihadi, 2018; Yang, 2016; Se, Allison, 2003; Neviarouska, Prendinger, Ishizuka, 2010; Lee, 2008; Mori, 2017; Kong, 2006; Wang, 2017; and Mpofu and Adendroff, 2011). These researchers have been conducted Appraisal analysis in various text type. However, in general a conclusion has been revealed that all of the appraisal categories are employed by the students in writing essay. The study conveyed that when students are instructed to write an essay, they tend to be more personal and emotional rather than appreciative.

The six category of this part related to the application of appraisals in news. Various studies related to the appraisal theory implementation in analysis news have been conducted by some researchers. (Debacker, 2015; Gabriella, 2018; Wu, 2013; Hidayati, 2017; Krizan, 2016; Arunsirot, 2009; Liu, 2015; Radoslava, 2011; Mugumya, 2012; Zhang, 2015; Tallapessy, 2015; Ekawati, 2015; Chalimah, Santosa, Jatmika, Wiratno, 2018; Wisnu, 2016; Christopher, Nourbakhsh, Cheon, 2012; Wigunadi, 2014; and Auman, 2014) have revealed that all of the appraisal categories can be found in various kinds of news. Affect and judgement are the two most prominet appraisal categories that are frequently used by the editor in arranging the news. Meanwhile, news that brings up sad information tends to employ attitude to find out the classification of feeling.

The seventh category deals with the application of appraisals in song. (Arif, 2018; Li, 2016; Chua, 2018; Afriyanto, 2011; arif, 2017; Kordjazi, Ghonsobly, Ghazanfari, 2017; Yuningsih, 2018; Jatikusumo, 2012; and Chusna and Wahyudi, 2013) conveyed that judgement and appreciation suggest that moral sentiment and aesthetic emotion are indispendable parts of lyrical nature writing that can awaken humility and sympathy in the minds and hearts of the readers.

The eight category deals with the theory underpinning an analysis of ideology. Various studies are presented to give understanding in revealing ideology of an individual. Several researchers use Critical Discourse Analysis in figuring out the ideology of a speaker in a speech. (Priyatmoko, Cahyono, 2013; Riyono, Emzir, Lustyiantie, 2018; Bulan, Kasman, 2018; Shojae, Youssefi, Shams, 2013; Adamu, 2017; Renaldo, 2016; Goodseed, 2015; Wirth-Coliba, 2016; Zheng, 2015) indicated that textual aspects and contextual aspects were considered as the representation of meaning. Besides, Critical Discourse Analysis also revealed that logical reasoning, the correlation between pronoun and methaphor also brings up ideology and personal assumption of the research subject.

According to the previous studies presented above, it can be seen that further study related to the implementation of appraisal in revealing ideology is necessary to be carried out. Most of the studies employ Critical Discourse Analysis (CDA) as a research method to investigate an ideology. Thus, I intend to carry out a research with objective to uncover the meaning being proposed as well as ideology by collaborating appraisal theory with ideological theory. The integration will make the research worth to be conducted since the findings cover the inclusion of

ideology in speech text performed by President Jokowi viewed from the perspective of three appraisal classification by Martin and White (2005) and it will also be supported by ideological strategies of Van Dijk (2004).

2.2 Review of Theoretical Study

This part explains the theories underpinning the study. It describes appraisal system as the main theory to in investigating the ideology inclusion of the speech. In addition to appraisal system, ideological theory is also provided as the supporting theory in the process of data analysis so that the findings are more reliable. However, a theory related to speech is also given to provide information that language component (appraisal system) exists when an individual attempts to deliver ideas as well as belief or ideology.

2.2.1 Appraisal Theory

Appraisal theory originally arose out of systemic functional linguistics. It is accepted as a socially-oriented elucidative framework which functions within the scope of discourse semantics and concentrates on how writers or speakers "approve and disapprove, enthuse and abhor, applaud and criticize, and with how they position their readers/listeners to do likewise" (Martin, 2005). It identifies the expression of evaluative meanings (as categories of Attitude), the manipulation of the strength of evaluative meanings (as Graduation), and the intersubjective negotiation of commitments to evaluative meanings (as options for Engagement). Each of these sub-categories possesses its own options, and all the options included in the appraisal system embody semantic meanings that go beyond just lexico-grammatical structures (Hood, 2004).

The appraisal framework therefore aims to provide a comprehensive theoretical and descriptive systematisation of the linguistic resources that can be used to construe the value of social experience, and thereby to achieve a richer understanding of the patterns of interpersonal meaning beyond the manifestation of only emotionality across discourse. This model maintains that intersubjectivity is built by writers and readers who have certain social roles, and who act in determinate social and cultural realms that shape and institutionalise the way in which emotions and opinions are codified through language. In other words, the appraisal framework facilitates the study of the inscribed and evoked codification of intersubjectivity in the discourse, taking into consideration both the epistemological and interpersonal expressions. According to (Susan Hunston, 2000), evaluation is important and has been a worthy area of study, because it has three key functions in language:

1. to express the speaker's or writer's opinion and, in doing so to reflect the value system of that person and their community;

2. to construct and maintain relations between the speaker or writer and hearer or reader; and

3. to organise the discourse.

The appraisal system that operates in the discursive semantic stratum proposed by J.R. Martin and P. White (Martin 2003; White 2003; Martin and White 2005) offers a way of categorising interpersonal meanings that are closely related to the systems of speech function and negotiation (Martin 1992; Martin and Rose 2007). This appraisal system would 'complement the

interactive turn-taking focus of those two mood based systems, highlighting the "personal" dimension of interpersonal meaning (Martin J. R., 2014). Therefore this model of appraisal responds to development of a social intersubjective perspective on evaluation, and proposes a complementary view of interpersonal meanings beyond grammar and its clause rank interpersonal systems, such as mood and modality.

The appraisal framework organises evaluation in three main semantic systems or domains: engagement, attitude and graduation. This multidimensional framework presents a systematic organisation of 'the semantic resources used to negotiate emotions, judgements and valuation, alongside resources for amplifying and engaging with these evaluations' (Martin 2000: 145). The linguistic analysis is particularly concerned with how evaluation is expressed both implicitly and explicitly, creating valorative prosodies in the discourse that can be codified at a lexicogrammatical level in a wide range of resources. The three semantic systems that organise the appraisal framework are presented in the subsequent sections.

a. System of Attitude

Attitude relates to the ways in which feelings are seen as a system of meanings. According to Martin and White (2005: 42), this system has three semantic areas: emotions (affect), which deal with the expression of positive and negative feelings; ethics (judgment), which is concerned with attitudes toward behaviour (to admire or to criticise, to praise or to condemn); and aesthetics (appreciation), which involves evaluations of semiotic and natu- ral

phenomena according to the ways in which they are valued or not in a given field. The three systems encode feeling, but affect can be seen as the basic system and the other two as feelings institutionalised as proposals and feelings institutionalised as propositions, respectively. In other words, judgement and apreciation might be interpreted as institutionalizations of affect which have evolved to socialize individuals into various uncommon sense communities of feeling – judgement as affect recontextualized to control behaviour (what we should and should not do), appreciation as affect recontextualized to manage taste (what things are worth) (Martin 2003: 173–4).

Martin and White (2005) propose that the region of meanings of affect that is, the semantic resources for construing emotions can be organised by means of a typology of six variables. Feelings can be positive or negative, following the notion that feelings in general are constructed by the culture as positive or negative experiences:

positive: *the girl was **happy***

negative: *the girl was **sad***

Feelings might be realised as 'a surge of emotion involving some kind of embodied paralinguistic or extralinguistic manifestation, or more internally experienced as a kind of emotive state or ongoing mental process' (Martin and White 2005: 47). This distinc- tion between an extralinguistic manifestation and an internal experience is constructed by the grammar as:

behavioural process : *the boy **cried***

mental process   : *the boy **disliked** the surprise*

relational process : *the boy **felt sad***

Feelings can be constructed as directed at, or reacting to, some specific emotional trig- ger or as a general ongoing mood. This distinction can be codified by the grammar as the opposition between mental processes and relational states:

reaction to other : *the boy **liked** the teacher* (mental process) undirected

mood   : *the boy **was happy*** (relational state)

 Feelings can be also graded on a scale of intensity – towards a lower- or higher-valued end.

Feelings can involve intention, rather than reaction, in relation to a stimulus that is *irrealis* rather than *realis*. This implies making the distinction between feelings that relate to future or unrealised states and feelings that relate to present existing ones. This distinction is realised grammatically with emotive and desiderative mental processes, respectively:

Realis   : *the girl **liked** the surprise*

Irrealis   : *the girl **wanted** the surprise*

The last variable of this typology of affect groups emotions into the three major subcat- egories that can be positive or negative – un/happiness, in/security and dis/satisfaction:

in/security   : *the boy was **anxious/confident***

dis/satisfaction : *the boy was **fed up/absorbed***

un/happiness : *the boy was **sad/happy***

The expression of affect can be also codified by means of a grammatical metaphor (Halliday and Matthiessen 2004), which includes nominalised realisations of qualities (*joy*, *sadness*, *sorrow*) and processes (*grief*, *sobs*). The systems of affect, judgement and appreciation not only follow the distinction between positive and negative polarity, but also can be classified as direct or implied appraisals. This latter distinction is treated in the *appraisal* model as inscribed and evoked appraisal (*tokens*). An *inscribed* appraisal is explicitly expressed in the text, and is asso- ciated with specific lexical items and their graduation, whereas an *evoked* appraisal is manifested in an implicit manner by reference, for example, to a metaphorical language that can provoke a particular valorative meaning. Martin (2000: 155) explains:

As far as reading affect is concerned, inscribed affect is more prescriptive about the reading position naturalized – it is harder to resist or ignore; evoked affect on the other hand is more open – accommodating a wider range of reading positions, including read- ings that may work against the response otherwise naturalized by the text.

The semantic domain of judgement, as already mentioned, can be seen as the institutionali- sation of feelings in terms of proposals or norms about how people should and should not behave. This subsystem also has a positive and negative dimension, and can be inscribed or evoked in the discourse. Martin and White (2005), following media research made by Iedema et al. (1994), propose a subdivision of judgement into two major groups: Social Esteem (values of normality, capacity and tenacity) and Social Sanction (values of veracity and

propriety). *Social Esteem* involves admiration and criticism, whereas *Social Sanction* involves praise and condemnation.

The following are some examples of this semantic region of judgement, although it is crucial to take into consideration that what counts as appraisal depends on the field of discourse.

1) Social Esteem:

Normality (how special someone is): *he is **fashionable**/he is **dated***
Capacity (how capable someone is): *she is an **expert**/she is **inexpert*** Tenacity (how resolute someone is): *he is **tireless**/he is **weak***

2) Social Sanction:

Veracity (how truthful someone is): *he is **honest**/he is **dishonest***
Propriety (how ethical someone is): *she is **humble**/she is **arrogant***

Finally, the subsystem of appreciation, which can be understood as the institutionalisation of feelings in terms of propositions, deals with norms about how products, performances and naturally occurring phenomena are valued (Martin and White 2005). The three variables that authors identified in this semantic domain are related to Halliday's transitivity mental processes of affection, perception and cognition. Therefore appreciation can be divided into our reactions to things (do they catch our attention? do they please us?), their composition (balance and complexity) and their value (was it worthwhile?) (Martin and White 2005: 56). In other words, the appreciation framework 'might be interpreted metafunctionally – with reaction oriented to interpersonal

significance, composition to textual organization and valuation to ideational worth' (Martin and White 2005: 57).

Some examples that illustrate these categories are as follows.

Reactions (affection)   :*The movie was **captivating**/The movie was **boring***

*The movie was **lovely**/The movie was **plain***

Composition (perception):*The argument was **consistent**/The argument was **contradictory***

Valuation (cognition): *The movie was **creative**/The movie was **prosaic***

 b. System of Graduation

The subsystem of graduation has to do with the fact that the value of attitudes can be raised or lowered in the discourse. It is possible to intensify or diminish our meanings (Force), or we can 'sharpen' or 'soften' the boundaries of categorical meanings of an experiential phenomenon or attitudinal value (Focus), using words like 'sort of' or 'kind of' and 'real' or 'genuine. *Focus* deals with non-gradable resources to express graduation and it 'has the effect of adjusting the strength of boundary between categories, constructing core and peripheral types of things (cf. Channel 1994)' (Martin 2003: 175), for example to sharpen the experiential meaning as in *a real policeman* or *exactly four*, or to soften the experiential meaning as in *a policeman kind of*, *about five* (Martin et al. 2013). This system is expanded later in the chapter by a proposal made by Hood (2010), particularly regarding graduation in relation to experiential meaning, in which items that by themselves are not evaluative, but become evaluative because of the action of graduating words. A proposal can be

intensified by, for example, resources of modulation: *it should be taken into account*, *it needs to be taken into account* and *it absolutely must be taken into account.* graduation and inscribed evaluations should first be specified precisely when doing appraisal analysis, then it is important to explore how these instances irradiate certain evaluation to the rest of the text, infusing negative or positive evaluation in a cumulative manner.

c. System of Engagement

The semantic system of engagement deals with the interpersonal negotiation of the sources of attitudes; it responds to a social dialogic perspective developed by White (2000, 2003). This system allows us to analyse the source or origin of attitudes, identifying discourse as more monoglossic or heteroglossic in orientation (Martin and White 2005, in part inspired by Bakhtin/Voloshinov's work), depending on whether or not and how authors recognise alternative positions in the discourse in relation to their own monoglossic or heteroglossic construals. White (2000, 2003) developed a social dialogic perspective that took resources such as projection, modality, polarity, concession and comment adverbials that 'position one opinion in relation to another – by quoting or reporting, acknowledging a possibility, deny- ing, countering, affirming and so on' (Martin 2003: 174). This system theorises the degrees of heteroglossic space of a proposition that are more or less open in the discourse (opening up alternatives or expanding, or shutting them down or contracting), thus making it possible to determine the speaker's degree of

commitment in relation to the appraisal that has been expressed (White 2003; Martin and White 2005).

Finally, when undertaking appraisal analysis, as Martin (2000) emphasises, it is crucial that appraisal analysts declare their reading positions, since evaluations are always influ- enced by the institutional position from which one is reading.

The general outline of the appraisal system is illustrated in Figure below.
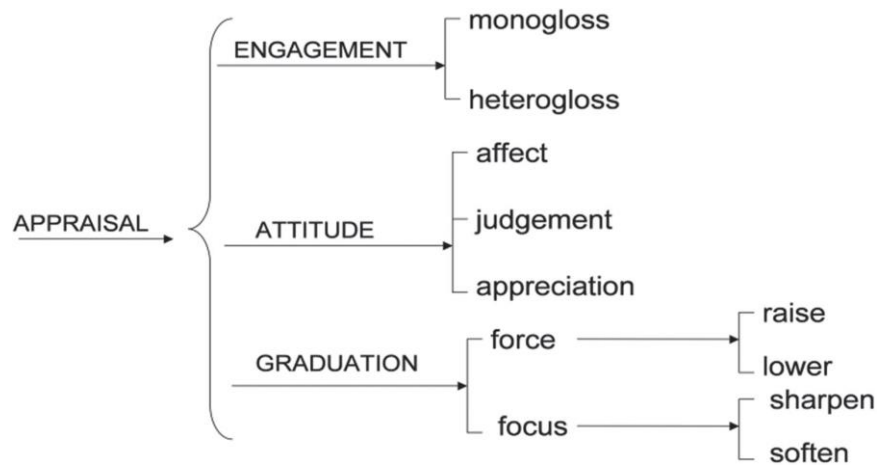
Figure 2.1. Appraisal framework: Basic semantic systems

2.2.2 Speech

Speech is one of the public speaking forms known as talking about certain topic in front of the people. A speech should have the semblance of a direct, spontaneous, interpesonal give and take. It values the presence of critical thinking, facts, and also opinion. A good speaker is the one who is able to develop a clear,

intelligent, logical, emotionally appealing and defensible idea that will benefit the audience (Witt, 2012). The speaker is supposed to fulfill the expectation of the audience by performing a good talk and appropriate attitude. It is the reason why speech and language cannot be separated. Language is one of the important aspects in speech that plays an essential role to ensure that the message is expressed well. In speech, language does not only become the media to speak but it also gives an identity for the speaker in the way he or she employs the language with diction that is adjusted to the circumstances.

Early theories of communication viewed public speaking as a series of one-way messages sent from speaker to audience. In fact, however, the audience participates along with the speaker in creating shared meaning and understanding. The speaker's ideas and values are tested and refined through interaction with the audience, and listeners' knowledge and understanding are modified through interaction with the speaker. Hence, a speaker should take his or her role responsibly because delivering speech means exchanging meaning with the listeners. A speaker must have goals and and a clear structure whilst talking to the audience. This is mandatory because a speaker does not only provide information but he or she also attempts to reflect their thought and perception through the sequence of sentences in a speech.

There are three main types of speeches, but what kind a speaker delivers depends upon the speaker's objective. The three main types of speeches are the informative, the persuasive, and the special occasion. Before deciding which best suits their purposes, however, speakers should first establish their objective in

delivering the speech. For example, if a speaker hopes to convince the audience at a political-party banquet to support a new campaign strategy, the objective is to persuade the audience to act in support of the strategy. If a speaker, however, intends to instruct a group of senior citizens at a community center on how to select a healthcare supplement to Medicare, the objective is to inform the attendees of insurance options. Yet, if the speaker's objective is to commemorate the signing of the Civil Rights Act at a meeting of the NAACP, the objective is to express shared feelings of pride and accomplishment. Once speakers have the objective clearly established, they are then equipped to make the most suitable choice regarding what type of speech to deliver; however, before making this decision, they must have a clear understanding of the three main types of speeches.

1. The Informative Speech Defined

As the word "informative" implies, an informative speech "informs" those in attendance by providing them with information. Therefore, the speaker is a teacher, and his or her purpose is to educate the audience regarding a topic; and that topic may be an object, an event, a concept, or a process.

2. Speeches about Objects

Objects are things that are tangible and, thus, recognized through sight, hearing, taste, or touch; so speeches about objects include those about people, places, animals, structures, etc; for example:

- What to look for when purchasing a new computer system
- Why President John F. Kennedy was the Prince of Camelot
- Is Ethanol a Viable Alternative to Fossil Fuel?

3. Speeches About Events

Events are happenings or occurrences, both past and present, so possible speech topics include the following:

- The origins of the holiday known as Halloween

- What led to the Salem Witch Trials

- The Primary Causes of World War II

4. Speeches About Concepts

Concepts are ideas, philosophies, hypotheses, and arguments, etc, so informative speeches might address topics such as these:

- The Big Bang Theory

- Karl Marx's concept of socialism

- The principles of Feng Shui, the Ancient Chinese Art of Placement

5. Speeches about Processes

A process is how something is made, how something is done, or how something works; therefore, possible topics include these:

- How pearls develop in oysters

- How to administer the Heimlich maneuver

- How to organize a plot for a novel

6. The Persuasive Speech Defined

A persuasive speech usually challenges an audience's beliefs and/or tries to move those in attendance to change existing viewpoints or at least recognize the validity of opposing viewpoints. For this reason persuasive speeches are the most difficult to deliver, at least successfully, since they usually deal with

controversial topics about which people in the audience already hold strong, deeply engrained opinions. There are three main types of persuasive speeches: those that deal with questions of fact, those that deal with questions of value, and those that deal with questions of policy.

a. Examples of Questions of Fact

- Will the stock market rally in 2010?

- Did Lee Harvey Oswald act alone in assassinating President John F. Kennedy?

b. Examples of Questions of Policy

- Should pro-athletes have mandatory tests for performance-enhancing drugs?

- Are smokers being unfairly singled out for higher taxation?

c. Examples of Questions of Value

- Do people have the right to choose to die with dignity?

- Should dogfights be legalized?

7. Speeches for Special Occasions

There are myriad special occasions in life, for example, birthdays, anniversaries, graduations, weddings, bar mitzvahs, christenings, award presentations, retirement dinners, and funerals. In fact, there are so many special occasions that it's impossible to list them. However, whatever the occasions, chances are that someone will be asked to deliver a speech, which could be anything from a toast to a couple who have been married for 50 years to the eulogy for a departed loved one.

Regardless of the occasion, however, there are several important points to keep in mind:

- The speech must fit the occasion. If the occasion is formal, for example, the speech should be as well; but if the occasion is casual, the speech should reflect a similar mood.

- The speech must meet the allotted time. Speakers should be neither too brief nor too longwinded.

- Intended remarks must be accurate. For example, if someone is presenting an award and intends to begin with interesting facts about the recipient, these facts must be correct.

At some point in life most people will be called upon to deliver a speech, some formally, others quite informally; yet, as long as they possess an understanding of the different types of speeches and have their objective clearly in mind, they will be capable of delivering a speech that the audience will remember for a long time to come.

2.2.3 Ideology

The term "ideology" has broad meaning that can be related in any aspects of life. Ideology is any social policy which is in part or whole derived from social theory in a conscious way (Fairclough, 2001). Meanwhile, Van Dijk (1998:8-9) defined ideology as the basis of the social representation shared by members of a group so that there is a mental framework of beliefs about society and the cognitive and social function of such a framework for groups. Ideology as a system of beliefs can be expressed in symbols, rituals, discourse and other social and cultural

practices (Van Dijk 1998:26). In other words, when certain individuals or group of society believe in a particular idea or social principle, this means that an ideology is being accepted as it enables them to achieve their objectives or because they truly believe that it provides the correct answer to challenges and problems.

Ideology can be well-accepted when it is delivered in an interesting communication style. The way of representing ideology has something to do with linguistic choice. It can be strengthen with how the speaker expresses his/her attitude towards what is being said. Thus, persuasion must be presented to influence people and keep them in control in which the ideology becomes the way of life. Van Dijk (2004) elaborated 27 ideological strategies among which the fundamental dichotomy of 'self positive-representation' and 'other negative-representation' stand out. Positive self-representation or in-group favouritism is a semantic macro-strategy used for the purpose of 'face-keeping' or 'impression management'. On the contrary, negative other-representation is another semantic macro-strategy regarding in-groups and out groups, that is, their division between 'good' and 'bad', superior and inferios, US and THEM. Van dijk (2004) introduced these two major strategies in the form of an 'ideological square':

Emphasize *Our* good things

Emphasize *Their* good things

De-emphasize *Our* bad things

De-emphasize *Their* bad things

Some Categories of Ideological Discourse Analysis:

1. Actor Description (meaning).

   The way actors are described in discourses also depends on our ideologies. Typically we tend to describe in group members in a neutral or positive way and out group members in a negative way. Similarly, we will mitigate negative descriptions of members of our own group, and emphasize the attributed negative characteristics of others.

2. Authority (argumentation)

   Many speakers in an argument, also in parliament, have recourse to the fallacy of mentioning authorities to support their case, usually organizations or people who are above the fray of party politics, or who are generally recognized experts or moral leaders. International organizations (such as the United Nations or Amnesty International), scholars, the media, the church or the courts often have that role. People of different ideologies typically cite different authorities.

3. Burden

   Argumentation against immigration is often based on various standard arguments which represent premises that are taken for granted, as self-evident and as sufficient reasons to accept the conclusion. One of the topoi of anti- immigration discourse is that asylum seekers are a financial 'burden' for 'us'.

4. Categorization (meaning)

   As we also know from social psychology, people tend to categorize

people, and so do speakers in parliament, especially when others (immigrants, refugees, etc.) are involved.

5. Comparison (meaning, argumentation)

Different from rhetorical similes, comparisons as intended here typically occur in talk about refugees or minorities, namely when speakers compare in groups and out groups. In racist talk, out groups are compared negatively, and in groups positively. In antiracist talk, we may negatively compare our country or government with loathsome undemocratic regimes.

6. Consensus (political strategy)

To claim or insist on cross-party or national consensus is a well-known political strategy in situations where the country is threatened, for instance by outside attack.

7. Counter factuals (meaning, argumentation)

''What would happen, if .. .'' the typical expression of a counterfactual, is often used in this debate by the Labour opposition in order to suggest that the conservatives try to imagine what it would be like to be in the situation of asylum seekers, an persuasive argumentative move that is also is related to the move of asking for empathy:

8. Disclaimers (meaning).

A well-known combination of the ideologically based strategy of positive self-presentation and negative other-presentation are the many types of disclaimers. Note that discla mers are not usually an expression of attitudinal ambiguity, in which both positive and negative aspects of are

mentioned, or in which humanitarian values are endorsed on the one hand, but the 'burden' is beyond our means. Rather, disclaimers briefly save face by mentioning our positive characteristics, but then focus rather exclusively on their negative attributes.

9. Euphemism (rhetoric; meaning)

The well-known rhetorical figure of euphemism, a semantic move of mitigation, plays an important role in talk about immigrants. Within the broader framework of the strategy of positive self-presentation, and especially its correlate, the avoidance of negative impression formation, negative opinions about immigrants are often mitigated, especially in foreign talk. The same is true for the negative acts of the own group. Thus, racism or discrimination will typically be mitigated as resentment or unequal treatment, respectively. Obviously, such mitigation of the use of euphemisms may be explained both in ideological terms (in group protection) as well as in contextual terms, e.g., as part of politeness conditions or other interactional rules that are typical for parliamentary debates.

10. Evidentially (meaning, argumentation)

Claims or points of view in argument are more plausible when speakers present some evidence or proof for their knowledge or opinions. This may happen by references to authority figures or institutions (see 'Authority' above), or by various forms of evidentially: How or where did they get the information. Thus people may have read something in the paper, heard it from reliable spokespersons, or have seen something with their own

eyes. Especially in debates on immigration, in which negative beliefs about immigrants may be heard as biased, evidentials are an important move to convey objectivity, reliability, and hence credibility. In stories that are intended to provoke empathy, of course such evidence must be supplied by the victims themselves. When sources are actually being quoted, evidentiality is linked to intertextuality.

11. Example/illustration (argumentation)

A powerful move in argumentation is to give concrete examples, often in the form of a vignette or short story, illustrating or making more plausible a general point defended by the speaker. Concrete stories are usually better memorized than abstract arguments, and have more emotional impact, so they are argumentatively more persuasive. Of course, the right and the left each will have its own stories to tell

12. Generalization (meaning, argumentation)

Instead of providing concrete stories, speakers may also make generalizations, in racist discourse typically used to formulate prejudices about generalized negative characteristics of immigrants. Similarly, in a populist strategy, conservative speakers may generalize the negative feelings against asylum seekers.

13. Hyperbole (rhetoric)

Hyperbole is a semantic rhetorical device for the enhancement of meaning. Within the overall strategy of positive self- presentation and negative other-presentation, we may thus expect in parliamentary debates

about immigrants that the alleged bad actions or properties of the Others are expressed in hyperbolic terms (our bad actions in mitigated terms), and vice versa. Sometimes such forms of hyperbole are implied by the use of special metaphors.

14. Implication (meaning)

For many pragmatic (contextual) reasons, speakers do not (need) to say everything they know or believe. Indeed, a large part of discourse remains implicit, and such implicit information may be inferred by recipients from shared knowledge or attitudes and thus constructed as part of their mental models of the event or action represented in the discourse. In debates about immigration, implicitness may especially be used as a means to convey meanings whose explicit expression could be interpreted as biased or racist.

15. Irony (rhetoric)

Accusations may come across as more effective when they are not made point blank (which may violate face constraints), but in apparently lighter forms of irony. There is much irony in the mutual critique and attacks of Conservatives and Labour, of course, and these characterize the proper interactional dimension of the debate. However, when speaking about immigrants, irony may also serve to derogate asylum seekers, as is the case for the phrase 'suddenly discover' in the following example, implying that such a 'sudden discovery' can only be bogus, since the asylum seekers allegedly knew all along that they came to the country to stay:

16. Lexicalization (style)

At the local level of analysis, debates on asylum seekers need to express underlying concepts and beliefs in specific lexical items. Similar meanings may thus be variably expressed in different words, depending on the position, role, goals, point of view, or opinion of the speaker, that is, as a function of context features. In conservative discourse opposing liberal immigration policies, this will typically result in more or less blatantly negative expressions denoting refugees and their actions, thus implementing at the level of lexicalization the overall ideological strategy of negative other-presentation.

17. National Self-Glorification (meaning)

Especially in parliamentary speeches on immigration, positive self-presentation may routinely be implemented by various forms of national self-glorification: positive references to or praise for one's own country, its principles, history, and traditions. Racist ideologies may thus be combined with nationalist ideologies, as we have seen above. This kind of nationalist rhetoric is not the same in all countries. It is unabashed in the USA, quite common in France (especially on the right), and not uncommon in Germany. In the Netherlands and the UK, such self-glorification is less explicit.

18. Negative Other-Presentation (semantic macro strategy)

As the previous examples have shown, the categorization of people into in groups and out groups, and even the division between good and bad out groups, is not value-free, but imbued with ideologically based applications of norms

and values. Negative other- presentation is usually complimentary to positive self-presentation.

19. Norm Expression

Anti-racist discourse is of course strongly normative, and decries racism, discrimination, prejudice, and anti-immigration policies in sometimes explicit norm statements about what 'we' (in parliament, in the UK, in Europe, etc.) should or should not do.

20. Polarization, Us–them Categorization (meaning)

Few semantic strategies in debates about Others are as prevalent as the expression of polarized cognitions and the categorical division of people in ingroup (us) and outgroup (them). This suggests that especially talk and text about immigrants or refugees is also strongly monitored by underlying social representations (attitudes, ideologies) of groups, rather than by models of unique events and individual people (unless these are used as illustrations to argue a general point). Polarization may also apply to 'good' and 'bad' sub-categories of outgroups, as is the case for friends and allies on the one hand and enemies on the other. Note that polarization may be rhetorically enhanced when expressed as a clear contrast, that is, by attributing properties of 'us' and 'them' that are semantically each other's opposites.

21. Populism (political strategy)

One of the dominant overall strategies of conservative talk on immigration is that of populism. There are several variants and component moves of that strategy. The basic strategy is to claim (for instance against

the Labour opposition) that 'the people' (or 'everybody') does not support further immigration, which is also a well-known argumentation fallacy. More specifically in this debate, the populism strategy is combined with the topos of financial burden: ordinary people (tax- payers) have to pay for refugees.

22. Positive Self-Presentation (semantic macro strategy)

Whether or not in combination with the derogation of out groups, group-talk is often characterized by another overall strategy, namely that of in group favoritism or positive self- presentation. This may take a more individual form of face-keeping or impression management, as we know them from familiar disclaimers (''I am not a racist, but .. .''), or a more collective form in which the speaker emphasizes the positive characteristics of the own group, such as the own party, or the own country. In the context of debates on immigration, such positive self-presentation will often manifest itself as an emphasis of own tolerance, hospitality, lack of bias, empathy, support of human rights, or compliance with the law or international agreements. Positive self-presentation is essentially ideological, because they are based on the positive self-schema that defines the ideology of a group.

23. Presupposition (meaning)

Discourses are like the proverbial icebergs: most of their meanings are not explicitly expressed but presupposed to be known, and inferable from general sociocultural knowledge. Strategically, presuppositions are often used to assume the truth of some proposition when such truth is not established at all.
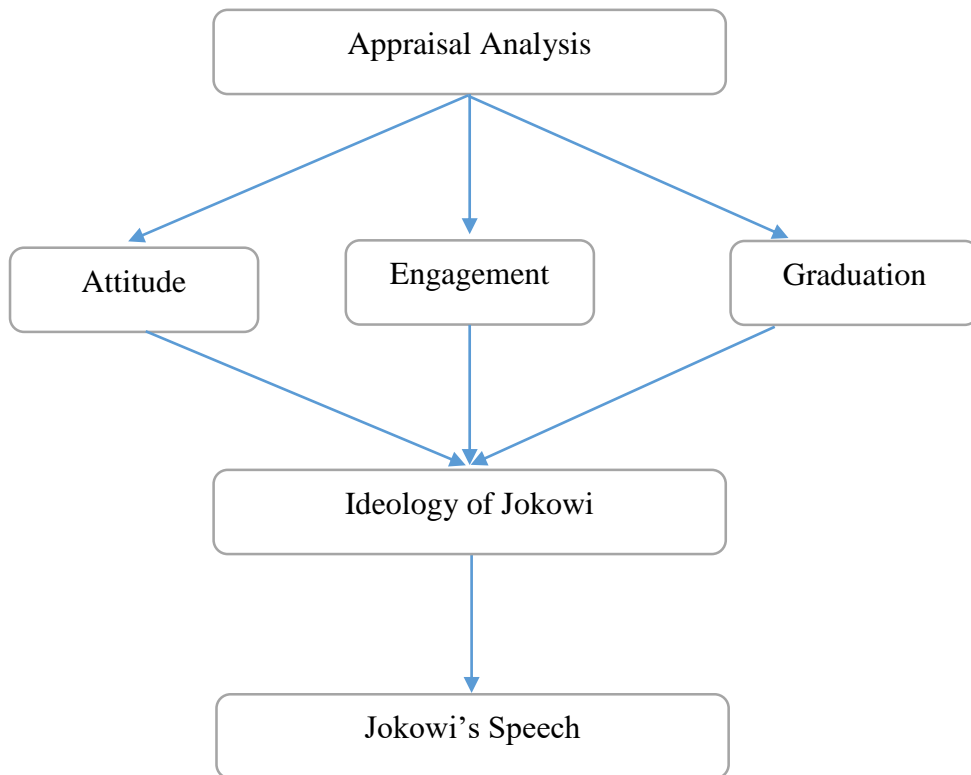
24. Vagueness (meaning)

Virtually in all contexts speakers may use vague expressions, that is, expressions that do not have well-defined referents, or which refer to fuzzy sets. Vague quantifiers ('few,' 'a lot'), adverbs ('very') nouns ('thing'), and adjectives ('low,' 'high'), among other expressions may be typical in such discourse. Given the normative constraints on biased speech, and the relevance of quantification in immigration debates, we may in particular expect various forms of vagueness.

25. Victimization (meaning)

Together with dramatization and polarization, discourse on immigration and ethnic relations is largely organized by the binary us–them pair of in groups and out groups. Thus, in order to emphasize the 'bad' nature of immigrants, people may tell horrible stories about poor nationals.

2.3 Theoretical Framework

This study is conducted to explain the inclusion of ideology in Jokowi's speech viewed from the perspective of appraisal theory. Clause level analysis will be carried out with appraisal as the underlying theory in order to analyze the utterances used by the President to get the meaning of the speech. Furthermore, the analysis will also be collaborated with theory of ideology to clarify the President's ideology and to strengthen the findings of the study as a whole. The theories employed in this study are appraisal theory proposed by Martin and White (2005) and ideological strategies proposed by Van Dijk (2004). The theoretical framework presented in this study is as follows.

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                    ┌─────────────────────────┐
                    │    Appraisal Analysis   │
                    └─────────────────────────┘
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┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│   Attitude   │   │ Engagement │   │ Graduation │
└──────────────┘   └──────────────┘   └──────────────┘

                    ┌─────────────────────────┐
                    │   Ideology of Jokowi   │
                    └─────────────────────────┘

                    ┌─────────────────────────┐
                    │   Jokowi's Speech   │
                    └─────────────────────────┘

Figure 2.1. Theoretical Framework

This study is carried out based on an assumption that the ideology of President Jokowi is included in the speech performed in the World Economic Forum of Asean 2018. The inclusion of ideology will be proven by conducting an analysis with appraisal as the underpinning theory. The analysis of appraisal is divided into three categories, they are attitude appraisal analysis, engagement appraisal analysis, and graduation appraisal analysis. The clauses in the speech text are placed into the correct appraisal category before each of them is interpreted. After putting the clauses into the right classification, interpretation will be conducted to draw conclusions. Hence, from the investigation and interpretation, the findings will bring up the significance of the speech text as a whole and eventually put forward the disclosure of President's ideology.

The analysis of appraisal resources leads the study to the finding of ideology strategy that emerges when Jokowi decides to evaluate a certain issue based on his perspective. It tells about belief that comes up as the results of data, observation, personal evaluation, or even the combination of these factors. Ideology can be conveyed in the shape of argumentation, response or reaction. Regarding to this, language exists as a media for the speaker to communicate his beliefs with various purposes. The purpose then can be revealed from a series of words reflecting the meaning being intended. The word series are the focus that continue to become a series of paragraph comprising of ideas that refer to the speaker's ideology with aims to declare, clarify, persuade, confront, or support the existence of particular things. In this study, the interpretation of the meaning by analysing the clauses consisted in the text speech is the highlight in order to sum up the findings of the analysis.

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

After performing every activity in this study, such as choosing the topic, developing the topic, preparing the instruments, conducting the research, gathering and analyzing the data collected, the research finally comes to the conclusions and suggestions.

5.1 Conclusions

In general, there were 40 clauses containing appraisal resources. They were broken down into appraisal classification which resulted in 15 clauses containing attitude, 15 clauses also containing engagement, and 10 clauses containing graduation. The first analysis of attitude category conveyed that there were seven ideology strategies that had been implemented. The seven ideologies were implication, consensus, hyperbole, pre-supposition, national self glorification, lexicalization, and irony. Those ideologies were related to the feeling, opinion, reaction, and attitude of Jokowi in responding the digital economy and technology revolution. Among those ideology strategies, implication emerged as the most prominent strategy used by Jokowi. Jokowi applied the ideology of implication to emphasize his opinion about natural resources which was limited, human talent which claimed to be infinite, industry 4.0 which had been launched in Indonesia and the accomplishment of Indonesia in hosting the 18th Asian Game. Beside, the implication was also used to describe Thanos as a symbol of greed that may cause destruction. Related to those description, Jokowi presented a sense of solidarity and togetherness in managing

world resources reflected from the use of consensus ideology in order to create peace all over the world. It was also supported by hyperbole to exaggerate the meaning and to make the speech sound attractive. Pre-supposition was applied as the speaker shared common knowledge as the starting point to come up with the main argumentation and it continued with a declaration of pride towards the achievement of Indonesia in designing technological progress that was reflected from the inclusion of national self glorification. Moreover, lexicalization was produced to described thanos as a bad character that was followed by an irony to allude the impact of craftiness of certain parties.

The analysis of ideology inclusion in Jokowi's speech viewed from the perspective of engagement depicted that there were seven ideology strategies that were implemented by the him. They were implication, evidentially, pre-supposition, national self glorification, hyperbole, vagueness, and consensus. The engagement analysis indicated the ideology possessed by the speaker as a reference of position he took. The general analysis indicated that implication was the most frequent strategy used by Jokowi. He implemented it in regards to acknowledgement of believe towards particular point of view with reference to the speaker itself and the speaker's position in coping with trade wars. In order to support his argument, the evidentially ideology was presented with reference to scientific research which claimed about economic improvement. Pre-supposition existed as the ideology which led the speaker to convey common views related to the progress of human talent and technology revolution. In addition to this, the speaker also showed pride and excitement by claiming the triumph of Indonesia in

launching Industry 4.0 Government Program. Moreover, the ideology of hyperbole also existed in relation with a proposition infinity wars caused by trade wars completed by the use of vagueness ideology as an approach to drive the people to do self-evaluation related to their position in global economic issues. The speech then was ended by statements that reflected consensus ideology as the speaker decided to collaborate and cooperate with all of the parties taking part in keeping the peace of the world to manage the world resources well for the sake of humanity.

The inclusion of ideology in Jokowi's speech can also be identified from the perspective of graduation category. It was clearly conveyed that the analysis of graduation resulted in the implementation of four ideology strategies. The four ideologies were implication, hyperbole, national self glorification, and number game. The analysis of graduation aimed to provide an overview about the quantity and intensity of an object of discussion. By taking account the analysis of graduation category, it can be seen that ideology strategy of implication again dominated the speech. The use of implication conveyed by the ways of Jokowi mentioned about infinity war which implied about a massive scale of war that may bring up chaos and devastation. It also explained about the shift of energy resources that changed from coal and power plant into solar panel and wind turbine. Related to the global tranformation, the speaker applied number game ideology by informing the audiences about Indonesian innovation that had successfully built up four "Unicorn" or common known as start up with billion dollar valuation in Indonesia. This statement added the speaker's ideology of national self glorification as he pointed the huge quantity of Asian Game's athelets and participants who put

on that glorious show. Last, the inclusion of idoelogy viewed from graduation category indicated that the speaker once again implemented hyperbole as a satire to make people aware of evil ambitions inside all of us.

5.2 Suggestions

According to the findings that have been explained before, here are some suggestions that can be taken into account.

a. For lecturers and English teachers

Regarding the results of the study, lecturers and English teachers are suggested to share knowledge and theory of appraisal system in order to escalate the quality of English teaching and learning. By explaining the application of appraisal theory both in written and spoken language, it is believed that the limitation of the lesson about structuring words can be transformed into understanding words beyond meaning.

b. For students and English users

The students and English users are suggested to study appraisal system to understand the words function so that they can make use of it in line with their believe, intention and purposes. As a consequence, the students will not only learn about the literal meaning but also the meaning behind what is being conveyed.

c. For future researchers

Appraisal system does not only emerge in written language, but it also comprises in spoken language. Thus, it is expected that the next researchers can manage a further study about the application of appraisal system in

spoken language whether it is formal or informal interaction. Besides, the inclusion of ideology may be investigated by employing ideology theory proposed by other experts.

5.3 Limitations

This study comprises of several limitations in order to control the scope of analysis. First, this study does not accentuate the word stucture to be the focus of determining ideology but it lies down on the appraisal system implemented in a clause as a reference to define ideology strategy. Second, since the object of the analysis is a speech text, the aspects of spoken language have not been considered in clarifying the ideology of the speaker. Third, this study does not include an analysis of political preference as it does not mention the speaker's partiality towards certain groups or countries.

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Transcription of Jokowi's Speech

Ladies and Gentlemen

Good Morning

What is happening in the world economy today is that we're heading toward infinity world, not since the great depression of the 1930 have created wars errupted with the intencity they had today but raise are sure, I and my fellow avengers stand ready to prevent thanos from wiping out half the world population.

Ladies and Gentlemen

Thanos wants to wipe out half of the population, so that the surviving half will enjoy double the per capita resources, but there is a fundamental mistake in his underlying assumption, Thanos believes that the resources of the planet are limited are finite. The reality is the resources available to humanity are not finite but infinite. Our resources are not limited but unlimited. First, all around us, we see technological progress creating ever greater efficiencies. Technological progress and increasing efficiencis are getting us the ability to stretch our resources farther than ever before. Scientific resource clearly shows that all of our economies are getting lighter, there is less and less physical weight and physical volume to each of our economies. In just the last 12 years, the total weight and volume of television sets, cameras, music players, books, newspapers and magazines has been replaced by the lightness of smartphone and tablet. Large and heavy coal fire of power plant are being replaced by thin and light solar panel and wind turbine. Second, as our economies develop they are driven increasingly not by natural resources which are limited but by human talent which is unlimited. The 18th Asian Games dan Asian Para Games which we just house in Jakarta were a spectacular showcase of asia's human talent, more than 14000 athletes and 7000 officials from 45 countries engaged in 40 athletic fields. In the opening and closing ceremonies, thousand of singers, dancers, acrobats, and other artists from Indonesia, India, Korea, and many other countires put on glorious show that included Indonesian dangdut, Indian

bolywood, and Korean K-POP. In Indonesia, our human talent, especially our young people are driving a tranformational e-Commerce and digital economy boom. Today, we have four 'Unicorn' start up with million dollars valuation in Indonesia and of course human talent is now also driving the fourth industrial revolution. On april 4 of this year, I officially launch our Industry 4.0 Goverment Program which we call "Making Indonesia 4.0". To share with you, several of my views on industrial revolution 4.0. First, I believe that this fourth industrial revolution will create more job than its destroy, not only in long term but even on this short term. Second, I believe that this fourth industrial revolution will not increase inequality but instead will reduce inequality, because one important aspect of industry 4.0 is dramatic cost reduction for many products and services which will make those products and services cheaper and more accessible to lower income people. Third, I believe that Asian including Indonesia will add the forefront of the fourth industrial revolution. During the asian games, we already showcase a set driving minibus shuttle operating on a trial 5G networkbut first we must prevent the tradewars from becoming the infinity war. You maybe wondering, who is Thanos?

Ladies and Gentlemen,

Thanos is not any individual person, sorry to dissapoint you. Thanos is inside all of us. Thanos is the misguided believe that in order us to succeed, others must surender. He is misperception that the rise of some necessarily mean the decline of others. Therefore, the infinity war is not only aboout our tradewars but about each and everyone of us re-learning the lesson of history that with creativity, with energy, and with collaboration, and with partnership, we, humanity, shall enjoy "abundance" and we shall produce not infinity war but infinite resources. Thank you very much.

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