PRESIDENT JOKO WIDODO'S SPEECH TEXT THROUGH APPRAISAL ANALYSIS

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ABSTRACT

This study is a mixed method approach that combines quantitative and qualitative analysis to complement each other. The purpose of the study is to analyze and explain how appraisal system can be described in terms of attitude in the text of Jokowi's presidential speech. The data of the research is a transcription of President JW's speech text in 2015. The text document was collected in 2015. In this research, the Appraisal Theory (Martin and White, 2005) is carried out and focus on the analysis of the Attitude element. Further, this prioritizes the discussion of the choice of attitudes that are utilized in the speech. Results showed that the appraisal system in terms of attitude in the text of Jokowi's presidential speech in 2015 shows that there are 138 attitudes in the speech text. There are 92 positive items and 46 negative items. All kinds of attitudes are spread almost evenly; Affect, Judgment, and Appreciation. This means President JW dares to express his evaluation not only through judgments and appreciations which were disseminated in the text but also expresses his own feelings proved by the affect. The most dominant attitude system portrayed in JW's speech text in 2015 is propriety [+] and valuation [+].

Keyword: *President Joko Widodo's Speech, Attitude, Appraisal.*

INTRODUCTION

Speech is one of the communication forms enacted by a sender (destinateur) to a few or many receivers (destinataires). Thus, speech can be classified into the form of public communication (Schmitt & Viala, 1982). In formal situations, speech is delivered by reading the prepared transcript, for example a presidential speech (p.76). According to Zhang (2017), "speech-makers have well command of a language manipulation skills to persuade the public to accept and support related policies. As a text, speech follows a certain structure, order, viewpoint, and expresses values and messages as well. Speech also can be regarded as an important social means of communication due to its significant impact on the presentation of cultural, political, and social life (Darong, 2021).

In this research, the Appraisal Theory (Martin & White, 2005) will be carried out. This will focus on the analysis of the element. Further, this will prioritize the discussion of the choice of attitudes that were utilized in the speech.

Presidential speeches are often the object of linguistic research by different researchers using Systemic Functional Linguistics approach (Harwiyati, 2019; Marpaung, Saragih, & Pulungan, 2018; Rosyid & Riziqien, 2015; Widodo, Mulyani,

& Santoso, 2018). Rosyid & Riziqien (2015) focuses on Joko Widodo's Victory Speech on July 22, 2014 on the Pinishi Ship viewed from the Systematic Functional Lingustics theory centered on Halliday's three meta-functions and analyse the texts of JW's winning speeches based on SFL approach. Marpaung et al. (2018) focuses on the transitivity processes used by Donald Trump in his speech. Harwiyati (2019) also focuses on the transitivity processes used by Joko Widodo in his speech. Meanwhile, Pasaribu & Dewi (2021), who analyse the students' reflective writing on online learning amid the COVID-19 pandemic through the Appraisal framework.

In contrast on those cases, the researcher aims to investigate in terms of attitude (affect, judgment, and appreciation) in the text of President Joko Widodo's presidential speech at the beginning of first period he became the president.

THEORETICAL BACKGROUND

Appraisal theory is understood as an evaluative language. It means that from every person who speaks, there is actually an assessment of something that is conveyed both oral and written. Based on the book The language of Evaluation: Appraisal in English, Martin & White (2005:35) state that appraisal is one of three major discourse semantics expressing interpersonal meaning (along with involvement and negotiation). Appraisal is classified into 3 interacting domains; attitude, engagement, and graduation. Appraisal is also used to negotiate social relations between human beings, by telling how we feel about things and people (in a word, what our attitudes are). In addition, attitudes have to do with evaluating things, people's character and their feelings. Halliday & Webster (2009) propose that attitude focuses on systems for

construing affect, judgment, and appreciation (roughly the lexically realized realms of emotion, ethics and aesthetics. There are three main types of attitudes which are concerned with feelings; they are affect, engagement and graduation (Martin & White (2005:35)). These three systems can be further subdivided. Attitude can be divided into three domains of feelings depending on the nature of the appraised, namely, affect, judgment and appreciation. Engagement consists of two: monoglossia, and heteroglossia; while graduation also has two subsystems: force and focus. Further, "Martin & White (2005:35-36) simply divide attitude into three categories or regions which are affect, judgment, and appreciation. Affect deals with resources for construing emotional reactions. Judgment is concerned with resources for assessing behavior according to various normative principles. Appreciation looks at resources for construing the value of things, including natural phenomena and semiosis (as either product or process)." Meanwhile, Thompson & Alba-Juez (2014:83) emphasize that central to appraisal theory is the system of attitude which incorporates three domains of feeling which we outline below, moving from affect (the domain of emotion) to judgement (the domain of ethics) and thence into appreciation (the domain of aesthetics).

METHODOLOGY
Data Used in This Study

The data source used in this study is a transcription of President JW's speech text in 2015. The number of research data is 1 speech text taken from the internet. The researcher chose this speech based on the fact that it represents a year when President JW was governing his respective country at the beginning of the first period he became

the president. Even though President Jokowi became president in October 2014, the first full year in which he served as president was 2015. Therefore the study of his speech begins in that year.

Data Collection Method

In the appraisal framework, the data was collected from the transcription of President JW's speech text in 2015. The number of research data is 1 speech text taken from the internet. After collecting the sample of the research, the data was coded based on the domains of attitude in the appraisal framework, namely affect, judgment, and appreciation.

Data Analysis Technique

In the appraisal framework stage, the researcher displayed each attitude device (affect, judgment, and appreciation) through the text of President JW's speech both in a table format and in listed sentences. However, in the table form, the researcher only used words and phrases that contain attitude devices. Therefore, those data displays help the researcher to analyze attitude devices decisively. The table below is used to record the data collected. When focusing on data, the researcher classifies sentences that contain attitude devices. In order to simplify the data processing, the researcher put the attitude device into a table in order to answer the questions given. (See Table 1 below)

Table 1. Table of Attitude Finding

No.	Appraised	Appraiser	Appraising items	Affect								Judgment										Appreciation									
				inclination		Happiness		security		satisfaction		Normality		Capacity		Tenacity		Veracity		Propriety		Reaction (Impact)		Reaction (Quality)		Composition (balance)		Valuation		Composition (complexity)	
				Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative

RESULTS AND DISCUSSION
Results and Analysis

This section presents the results and the discussion of the data. It discusses attitudinal resources in President JW's speech text in 2015, namely Affect, Judgment, and Appreciation.

The results of analyzing President JW's speech text in 2015 through the appraisal framework are summarized in table 2 below.

Table 2. Attitude Analysis on President JW's speech text in 2015

No	Attitude			
1	Affect			
2		Inclination	Positive	5
3			Negative	0
4		Happiness	Positive	0
5			Negative	0
6		Security	Positive	0
7			Negative	0
8		Satisfaction	Positive	0
9			Negative	0
10	Judgment			
11		Normality	Positive	1

No	Category	Subcategory	Polarity	Occurrence
12			Negative	6
13		Capacity	Positive	14
14			Negative	4
15		Tenacity	Positive	8
16			Negative	7
17		Veracity	Positive	4
18			Negative	0
19		Propriety	Positive	23
20			Negative	0
21	Appreciation			
22		Reaction (Impact)	Positive	0
23			Negative	5
24		Reaction (Quality)	Positive	4
25			Negative	6
26		Composition (Balance)	Positive	3
27			Negative	0
28		Valuation	Positive	23
29			Negative	18
30		Composition (Complexity)	Positive	7
Total				**138**

Table 2 above shows the attitude analysis on President JW's speech text in 2015. There are 16 types of attitude system found in the speech. The most dominant attitude system portrayed in JW's speech text is propriety [+] and valuation [+]. Both are 23. In addition, there are 138 attitudes in the President JW's speech text in 2015. Within this text, all types of attitude are spread almost evenly; Affect, Judgment, and Appreciation. There are 5 affects, 67 judgments, and 66 appreciations. This means, President JW dares to express his evaluation not only through judgments and appreciations which were disseminated in the text but also expresses his own feelings proved by the affect. The type of affect is inclination. The types of judgments are normality, capacity, tenacity, veracity, and propriety. Furthermore, the types of appreciations are reaction: impact, quality, composition: balance, complexity, and valuation. Most of the attitudes are positive. There are 92 positive items and 46 negative items.

Table 3. Affect Category

Appraisal	Category	Polarity	Occurrence	Percentage
Affect	Inclination	Positive	5	100
		Negative	0	0
	Happiness	Positive	0	0
		Negative	0	0
	Security	Positive	0	0
		Negative	0	0
	Satisfaction	Positive	0	0
		Negative	0	0
Total			**5**	**100**

From the Affect category in Table 3 above, it can be seen that President JW in the speech text in 2015 uses only positive inclination, which occurs 5 times. It can also be seen that there are no other categories of affect such as happiness, security, and satisfaction that occur in the speech.

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Table 4. The Examples of Affect Category

Category	Polarity	No	Excerpt
Inclination	Positive	(1)	P Para putra terbaik bangsa harus mau berkeringat [+inclination]
	Negative	-	
Happiness	Positive	-	
	Negative	-	
Security	Positive	-	
	Negative	-	
Satisfaction	Positive	-	
	Negative	-	

Table 4 above shows examples of data that appear in the text of the 2015 presidential speech. The most dominant subcategory that appears in the text is positive inclination. There are 5 times positive inclination appears in the text. For example: Para putra terbaik bangsa harus mau berkeringat [+inclination]. President JW conveyed a strong desire towards the youth to see them work diligently and to give the best to their country Indonesia.

Table 5. Judgment Category

Appraisal	Category	Polarity	Occurrence	Percentage
Judgment	Normality	Positive	1	1.49
		Negative	6	8.96
	Capacity	Positive	14	20.90
		Negative	4	5.97
	Tenacity	Positive	8	11.94
		Negative	7	10.45
	Veracity	Positive	4	5.97
		Negative	0	0.00
	Propriety	Positive	23	34.33
		Negative	0	0.00
Total			**67**	**100**

From the Judgment category in Table 5 above, it can be seen that President JW in the speech text in 2015 uses all categories of judgment in the speech text. The categories included in the speech text are: normality (either positive or negative), capacity (either positive or negative), tenacity (either positive or negative), veracity (only positive) and propriety (only positive). Note that veracity and propriety only occur in the positive, while the others occur in the positive and negative. It also shows that the most dominant category of judgment in the President JW's speech text in 2015 is positive propriety. There are 23 times positive propriety appears in the text.

Table 6. The Examples of Judgment Category

Category	Polarity	No	Excerpt
Normality	Positive	(2)	Generasi mendatang tidak terus memikul [+normality] beban sejarah masa lalu.
	Negative	(3)	Masyarakat miskin [-normality]
Capacity	Positive	(4)	Pemilih muda yang kritis [+capacity]
	Negative	(5)	Masyarakat kita yang rentan [-capacity] terhadap perubahan.
Tenacity	Positive	(6)	Kita optimis. [+tenacity]

	Negative	(7)	Kita belum mencapai [-tenacity] kedaulatan pangan.
Veracity	Positive	(8)	Para tokoh masyarakat yang kredibel. [+veracity]
	Negative		-
Propriety	Positive	(9)	Kita membutuhkan lebih banyak lagi pejuang-pejuang pembangunan seperti saudara-saudara yang menjunjung tinggi [+propriety] nilai integritas
	negative		-

Table 6 above shows examples of Judgment category that appear in the text of the 2015 presidential speech. The most dominant subcategory that appears in the text is positive propriety. Martin & White 2005 further explains that the judgment category positive propriety is related to ethics, which includes appropriateness or how to comply with regulations. For example: Kita membutuhkan lebih banyak lagi pejuang-pejuang pembangunan seperti saudara-saudara yang menjunjung tinggi nilai integritas. President JW conveyed a strong desire towards the youth to see them work to have good integrity, high moral, and to be law abiding in order to give the best to their country Indonesia.

Table 7. Appreciation Category

Appraisal	Category		Polarity	Occurrence	Percentage
Appreciation	Reaction	Impact	Positive	0	0
			Negative	5	7.58
		Quality	Positive	4	6.06
			Negative	6	9.09
	Composition	Balance	Positive	3	4.55
			Negative	0	0
		Complex	Positive	7	10.6
			Negative	0	0
	Valuation		Positive	23	34.85
			Negative	18	27.27
Total				**66**	**100**

From the Appreciation category in Table 7 above, it can be seen that President JW in the speech text in 2015 uses all categories of appreciation in the speech text. The categories included in the speech text are: impact (only negative), quality (either positive or negative), balance (only positive), complex (only positive), and valuation (either positive or negative). It also shows that the most dominant category of appreciation in President JW's speech text in 2015 is positive valuation. There are 23 times positive valuation appears in the text.

Table 8. The Examples of Appreciation Category

Category	Subcategory	Polarity	No	Data
Reaction	Impact	Positive		-
		Negative	(10)	Menipisnya nilai kesantunan dan tata krama juga berbahaya [-impact] bagi kelangsungan hidup bangsa.
	Quality	Positive	(11)	Semangat persatuan mereka laksana semen yang menyatukan butir-butir pasir menjadi pilar yang kokoh [+quality]

		Negative	(12)	Siklus perekonomian global maupun nasional kurang menggembirakan [-quality]
Composition	Balance	Positive	(13)	Peluang peserta didik untuk melakukan mobilitas terbuka lebar [+composition, balance]
		Negative		-
	Complex	Positive	(14)	Semua itu menunjukkan bahwa bangsa Indonesia adalah bangsa yang besar. [+composition, complex]
		Negative		-
Valuation		Positive	(15)	Dalam kondisi sulit seperti ini, hubungan antara pemimpin dengan pemimpin, antara pemimpin dengan rakyat, dan antara rakyat dengan rakyat justru terjalin sangat erat. [+valuation]
		Negative	(16)	Di bidang infrastruktur, moda transportasi massal di tiap wilayah masih sangat kurang. [-valuation]

Table 8 above shows examples of Appreciation category that appear in the text of the 2015 presidential speech. The most dominant subcategory that appears in the text is positive valuation. Martin & White 2005 further explains that the Appreciation category positive valuation is related to profoundness, depth, innovation, creativity, worthwhileness, helpfulness, and effectiveness. For example: Dalam kondisi sulit seperti ini, hubungan antara pemimpin dengan pemimpin, antara pemimpin dengan rakyat, dan antara rakyat dengan rakyat justru terjalin sangat erat. [+valuation]. President JW displays his appreciation to see a profound relationship between leaders and citizens even though it occurs in a very difficult situation as it is necessary to walk together to pursue goals and to give the best to Indonesia.

Discussion

This section discusses the research findings based on the Appraisal theory proposed by Martin & White 2005, by prioritizing the analysis of the Attitude element. The attitude analysis on President JW's speech text in 2015 is as follows. There are 16 types of attitude system found in the speech. The most dominant attitude system portrayed in JW's speech text are propriety [+] and valuation [+]. Both are 23.

In addition, there are 138 attitudes in the President JW's speech text in 2015. Within this text, all types of attitude are spread almost evenly; Affect, Judgment, and Appreciation. There are 5 affects, 67 judgments, and 66 appreciations. This means, President JW dares to express his evaluation not only through judgments and appreciations which were disseminated in the text but also expresses his own feelings proved by the occurrence of the affect type of attitude. The type of affect is inclination. The types of judgments are normality, capacity, tenacity, veracity, and propriety. Furthermore, the types of appreciations are reaction: impact, quality; composition: balance, complexity; and valuation. Most of the attitudes are positive. There are 92 positive items and 46 negative items.

CONCLUSION

The analysis of the appraisal system in terms of attitude in the text of Jokowi's presidential speech in 2015 shows that there are 138 attitudes in the speech text. There are 92 positive items and 46 negative items. All kinds of attitudes; affect, judgment, and appreciation are applied in the text that have been analyzed. It can be said that President JW dares to express his evaluation not only through judgments and appreciations which were disseminated in the text but also

expresses his own feelings proved by the affect. The most dominant attitude system portrayed in JW's speech text in 2015 is propriety [+] and valuation [+].

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