

## Attitude analysis of the image of Indonesian presidential candidates in Indonesian newspaper online

<sup>1</sup> Arsen Nahum Pasaribu, <sup>2</sup> T. Silvana Sinar, <sup>3</sup> Nurlela, <sup>4</sup> T Thirhaya Zein

<sup>1</sup> English Literature Department, Universitas Sisingamangaraja XII, Medan, Indonesia

<sup>2,3,4</sup> Linguistics Department, Faculty of Cultural Sciences, University of Sumatera Utara, Indonesia

### Abstract

In this paper an attempt was made to compare a semantic choice made by Indonesian newspapers. The study was conducted according to the appraisal theory put forward by Martin and White. The corpus of data were 64.000 words that contain the news about the image of Indonesian presidential candidates in 2014 taken from *Daily Kompas online* and *Daily Republika online*. The findings show that *Daily Republik's* news more dominantly describes both JW and PS in positive image than in negative image. On the other hand, *Daily Kompas'* news more dominantly describes JW's positive image than his negative image. Contrarily, PS is described more dominantly in negative image than in positive image. In other words, *Daily Republika* is considered more neutral than *Daily Kompas* on reporting the news about the image of Indonesian presidential candidates.

**Keywords:** appraisal theory, attitude analysis, image, presidential candidates, newspaper

### 1. Introduction

Newspaper has been an interesting source of discourse studies in the last few decades by discourse analysts to figure out the social, political, and economical phenomena, which draw much public interest. Political campaign and debate, presidential speech and the description of the image of a famous figure, to name a few, are the general and regular topics of the studies. This research is concerned with language use by media in shaping the image of Indonesian presidential candidates during political campaign rely in 2014. Two reputedly national newspapers, *Daily Kompas Online* (DK) and *Daily Republika Online* (DR), are purposively selected to be investigated to find out the way of these newspapers in reporting the news related to image of Indonesian Presidential Candidates (IPCs) during the official presidential campaign of 2014. The selection is based on some reasons: (1) both DK and DR have national reputation and become a reliable news reference in Indonesia, (2) DK and DR have a wide range and a big amount of readership, that is to say that DK and DR have a great influence over their readers especially in terms of political choice and interests, (3) both newspapers are contrarily different in ideological bases, DK is known as a national newspaper, on the other hand, DR is well-known as an Islamic newspaper. Appraisal theory (AT) put forward by Martin & White (2005) [4] is used to find out the semantic choice of the newspapers to describe the image of the IPCs of 2014, Prabowo Subianto (PS) and Joko Widodo (JW).

#### 1.1 Theoretical Framework

Appraisal theory is a theory of the language of evaluation, developed within the tradition of Systemic Functional Linguistics (SFL). It is the further development of interpersonal function of Hallidayan SFL (Halliday, 1994) [3]. AT is defined as a semantic system for emotional reaction (affect), aesthetical evaluation (appreciation), and a source for amplifying and engaging with these evaluation (judgement) (Martin, 1995) [6]. In other words, AT is a linguistics theory about feeling: emotion, ethics, and aesthetics. It is basically about the systems in a language that determine how speakers of the language should

express themselves in relation to their interlocutor or audience and the topic (s) of their talks itself.

Martin and White (2005) [4, 5, 8] used the AT to design a framework for appraisal analysis of text. Their framework defines each chunk of text (e.g., noun phrase, verb phrase or clause) that implies that one instance of appraisal as an appraisal group. AT is constituted three linguistic resources to express emotions, namely: attitude, engagement, and graduation.

Attitude is the essence of emotion the appraiser conveys about the object. Love, anger, fear, jealousy, excitement, hostility, satisfaction, etc, are emotions or attitudes that can be expressed in appraisal group, such as "I love watching movie", and "It is a beautiful car!". In more formal context, like news article, expressions such as "The project will work on time". Engagement is the way speakers or writers express appraisal or engage in the argument, e.g. "Prabowo criticizes Jokowi" or "Based on the polling result, Jokowi is predicted to win the presidential election." Graduation refers to the strength or force of emotion and attitude within each appraisal group. Adverbs such as "fairly" or "soulfully" indicate graduation. Words used to express attitude can also contain an indication of graduation, e.g., "dislike" versus "detest".

As explained above, attitude is a part of appraisal resources referring to feeling such as emotion, ethics and aesthetics. It is categorized into: affect, judgement, appreciation. Affect is emotive dimension, which is originally embodied since we were born. It is concerned with "registering positive and negative feelings: do we feel happy or sad, confident or anxious, interested or bored?" (Martin & White, 2005, p. 24). Judgement is concerned with attitudes toward behaviour, which we admire or criticise, praise or condemn (Martin & White, 2005, p. 43). In other words, it is the area of meaning construing our attitudes to people and the way they behave. Generally, judgement is concerned with "social esteem" and those regarded with "social sanction". Judgements of esteem include 'normality' (how unusual someone is), 'capacity' (how capable they are) and 'tenacity' (how resolute they are); on the other hand judgements of sanction have to do with 'veracity' (how truthful someone is)

and ‘propriety’ (how ethical someone is). Appreciation deals with evaluation of semiotic and natural phenomena, according to the ways in which they are valued or not in a given field. Generally, appreciation can be divided into: reaction, composition and valuation. Martin and White (2005, p. 70) explain that reaction is related to affection (emotive, e.g., it grabs me; desiderative, e.g., I want it); composition is related to perception(our view of order); valuation is related to cognition (our considered opinion)

**1.2 Review of the Relevant Studies**

White (2012) [7] studies the development in the appraisal framework into attitudinal meaning can contribute to some translation studies and contrastive linguistics. He believes that the development of taxonomies in appraisal for categorising different types of positive and negative assessment is useful for investigating translational commensurability and linguistic relativity.

Khoo, et al., (2012) [2] explores the sentiment and emotion processing of news text by news makers. The appraisal theory is applied to the analysis of a sample of political news article reporting on Iraq and economic policies of George W. Bush and Mahmud Ahmadinejad to assess its utility and to identify challenges in adopting this framework. They discover that the framework of appraisal analysis is needed to reveal the various aspects of sentiment. This study has identified future direction for research in automated sentiment analysis as well as sentiment analysis of online news texts.

Arunsirot (2012) [1] investigates lexical strategies on 32 commentaries of 9 Thai online newspapers regarding the disruption of the ASEAN Summit on April 11, 2009. Appraisal theory is applied to uncover the attitudinal meanings of the commentaries by Thai newspapers regarding the issue above, if the attitudinal expressions are in the negative or positive tones.

These studies have shown that the investigation of media discourse is vital to reveal the position of media in reporting the national issues. The application of appraisal analysis in media discourse is regarded significant to uncover the semantic choice by mass media in news (re)production.

**2. Method**

This study is descriptive qualitative in nature. The analysis is based on the appraisal theory by Martin and White (2005). The area of analysis is limited to attitudinal meaning analysis (attitude analysis). The unit of data analysis is word, phrase, and clause.

**2.1 Data Corpus**

The corpus of data consists of 64,000 words containing the news of Indonesian presidential candidates retrieved from *Daily Kompas Online* (www.indek.dk.com) and *Daily Republika Online* (www.dr.co.id/indeks) issued from 25<sup>th</sup> of May 2014 to 7<sup>th</sup> of July 2014 (during official presidential election campaign).

**2.2 Technique of Data Analysis**

The analysis of data was focused on the essence of emotion the appraiser conveyed about the image of Indonesian presidential candidates during presidential election campaign in 2014. The criteria of attitude are based on the words, phrases, or clauses related to expression of feeling or emotion as in Martin and White (2005, pp. 24-70), such as: *love, anger, fear, jealousy, excitement, hostility, satisfaction*, etc. The analysis is done

manually to find the criteria of the attitudes. The next process is tabulating the data based on the types of attitudes: affect, judgement, and appreciation. Finally the tabulated data is counted by figure and percentage to show the most dominant to the least type of attitude categories.

**3. Results and Discussion**

**3.1 Attitude Analysis on Daily Republika News**

The following table shows the results of attitude analysis on the image of PS and JW in *Daily Republika* news.

**Table 1:** The Result of attitude analysis on the news of *Daily Republika*

Attitude Analysis			PS		JW	
			F	%	F	%
Affect	Happiness-cheer		4	4.26	1	1.06
	Happiness-affection		4	4.26	1	1.06
	Security-confidence		4	4.26	3	3.19
	Insecurity-disquiet		4	4.26	1	1.06
	Satisfaction-interest				1	1.06
Judgement	Social esteem-normality	positive	1	1.06	6	6.38
		negative			2	2.13
	Social esteem-capacity	positive	5	5.32	7	7.45
		negative	2	2.13	2	2.13
	Social esteem-tenacity	positive	2	2.13	6	6.38
	Social sanction-veracity	positive	2	2.13	12	12.76
		negative			4	4.26
	Social sanction-propriety	positive	1	1.06	6	6.38
negative		1	1.06			
Appreciation	Reaction-impact	positive	1	1.06		
	Reaction-quality	positive	2	2.13	1	1.06
	Composition-balance	positive	2	2.13		
		negative			1	1.06
	Composition-complexity	positive	1	1.06		
	Valuation	positive			3	3.19
negative				1	1.06	
Total			36	38.30	58	61.70

Table 1 shows the attitude analysis on *Daily Republika* news regarding PS's and JW's image. DR presents 95 words or clauses portraying PS's and JW's image. Based on the table above, there are 21 types of attitude system found in DR. The most dominant system attitude portrayed in DR is *social sanction veracity* with 12 clauses (12.76%) for JW's positive image, *social esteem-capacity* with 7 clauses (7.45%) for JW's positive image, then *social esteem-normality-positive*, *social esteem tenacity-positive*, and *social sanction-propriety-positive* for JW's image which is represented by 6 clauses (6.38%) each category, *social esteem capacity-positive* 5 clauses (5.32%) for PS's image, *happiness-cheer*, *happiness-affection*, *security-confidence*, *insecurity-disquiet* 4 clauses (4.26%) each category for PS's image, and 4 clauses (4.26%) in category of *social sanction-veracity-negative* for JW, 3 clauses (3.19%) in the category of *security-confidence*, and *valuation-positive*. Then, 2 clauses (2.13%) in every category of *social esteem-normality-negative*, *social esteem-capacity-negative* for PS, and *social esteem-capacity-negative*, *social esteem-tenacity-positive*, *social sanction-veracity-positive*, *reaction-impact-positive*, *composition-balance-positive* for PS' image. Finally, the last category which is represented by 1 clause (1.06%) are *happiness-cheer*, *happiness-affection*, *insecurity-disquiet*, *satisfaction-interest*, *reaction-quality-positive*, *composition-*

balance-negative, valuation-negative for JW, and social esteem-normality-positive, Social sanction-propriety-positive/negative, reaction-impact-positive, and composition-complexity-positive for PS.

The results of the data analysis above show that *Daily Republika* dominantly describes JW as an honest and reliable person, with 12.76%, who has capacity (7.45%) to be a leader. JW is also depicted as a natural, genuine, brave, modest leader who is closed to ordinary people, with 6.38%. On the other hand, JW’s negative image is mostly addressed is being a liar and irresponsible leader, with 4.26%. PS is described in terms of his capacity (5.32%) to be a leader that has affection and confidence. On the other hand, he is negatively described as a crazy or psychopath with 4.26%.

**3.2 Attitude Analysis on Daily Kompas News**

The following table show the result of attitude analysis on the image of PS and JW in *Daily Kompas* news.

**Table 2:** Result of attitude analysis on the news of *Daily Kompas*

Attitude Analysis			Prabowo		Jokowi	
			F	%	F	%
Affect	Happiness-cheer		2	2.78	2	2.78
	Happiness-affection		3	4.17	2	2.78
	Security-confidence		1	1.39	13	18.06
	Insecurity-disquiet		4	5.56		
	Insecurity-displeasure		6	8.33		
Judgement	Social esteem-normality	positive	2	2.78	2	2.78
		negative	2	2.78		
	Social esteem-capacity	positive			3	4.17
	Social esteem-tenacity	positive			7	9.72
	Social sanction-veracity	positive			3	4.17
		negative			1	1.39
Social sanction-propriety	positive			12	16.67	
	negative	4	5.56	1	1.39	
Appreciation	Valuation	positive			2	2.78
Total			24	33.33	48	66.67

Table 2 illustrates the attitude analysis on Daily Kompas news regarding PS’s and JW’s image. DK presents 72 clauses potraying PS’s and JW’s image. Based on the table above, there are 14 types of attitude system found in DK. The most dominant system of attitude potrayed in DK is *security-confidence* with 13 cluases (18.06%), *social sanction propriety-positive* with 12 clauses (16.67%), and social esteem-tenacity-positive with 7 clauses (9.72%) for JW’s image, *insecurity-displeasure* with 6 clauses (8.33 %) for PS, and 4 clauses (5.56%) in the category of *insecurity-disquiet*, and *social sanction-propriety-negative* for PS’s image, 3 clauses (4.17%) in each category of *happiness-affection* for PS’s image, *social esteem-capacity-positive* and *social sanction-veracity-positive* for JW’s image. Then, 2 clauses (2.13%) in every category of *happiness-cheer*, and *social esteem-normality-positive/negative* for PS’s image, *happiness-cheer*, *happiness-affection*, *social esteem-normality-positive*, and *valuation-positive* for JW’s image. The last categyory which is represented by 1 clause (1.06%) are *security-confidence* for PS’s image, *social sanction-veracity-negative* and *social sanction-propriety-negative* for JW’s image.

The results of the data analysis above indicate that Daily Kompas’s news dominantly describes JW as a firm and assertive person (18.06%), as a simple, modest(16.67%), and also as a brave and patient leader (9.72%). On the other hand, JW’s negative image is being a liar, which is represented by 1.06% of the *Dk*’s news. PS’image is dominantly describeb as an unconfident, razy, evil, and arrogant leader (5.56%). The positive image about PS is represented by 4.17% of DK’s news depicting PS’s affection.

**4. Conclusion**

Results of the study shows that *Daily Republika* dominantly describes JW and PS in positive image, namely JW is potrayed as an honest and reliable person, and PS is considered as a capable leader that has affection and confidence. *Daily Kompas* news dominantly describes JW in positive image. He is potrayed as a firm and assertive person, and as a simple, modest, and close-to-people leader. Contrarily, PS is dominantly describeb in negative image. He is depicted as an unconfident, emotional, and arrogant leader. In conclusion, *Daily Republika* is considered more neutral than *Daily Kompas* on reporting the image of Indonesian presidential candidates of 2014

**5. References**

1. Arunsirot S. The use of appraisal theory to analyse Thai newspaper commentaries. *MANUSYA: Journal of Humanities Regular*. 2012; 15:70-89.
2. Khoo CSG, Nourbakhsh A, Na JC. Sentiment analysis of online news texts: a case study of appraisal theory. *Online Information Review*. 2012; 36:1-18.
3. Halliday MAK. *Introduction to functional grammar*. London: Edward Arnold, 1994.
4. Martin JR, White PRR. *The Language of Evaluation: Appraisal in English*. New York: Palgrave MacMillan, 2005.
5. Martin JR. Beyond exchange: appraisal system in English. In S. Hunston & G. Thompson (eds) *Evaluation in Texts: Authorial Stance and Construction of Discourse*. Oxford: Oxford University Press. 2000, 142-175.
6. Martin JR. Interpersonal meaning, persuasion and public discourse: Packing semiotic punch. *Australian Journal of Linguistics*. 1995, 33-67.
7. White PRR. Attitudinal meanings, translational commensurability and linguistic relativity. *Revista Canaria de Estudios Ingleses*. 2012; 65:147-159.
8. White P. Evaluative semantics and ideological positioning in journalistic discourse. In I. Lassen (ed.), *Mediating ideology in texts and image: ten critical studies*. Amsterdam: John Benjamins. 2006; 5:37-69.