

Attitudinal Appraisal in Ahok's Speech

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Abstract- This research was carried out to investigate the attitudinal appraisal in Ahok's speech. The objective of the research is to find out the type of attitudinal appraisal that used Ahok in his speech. The subject of this research is Ahok who gave speech at Kepulauan Seribu in 2016. The utterances of Ahok's speech in word or phrase were the data of this research. This research used descriptive qualitative method and the instrument of this research was observation. The types of attitudinal appraisal were analyzed by using theory of Martin (2003). In this research found 3 types of attitudes appraisal are applied in Ahok's speech, the types were affect, judgment and appreciation where every types of attitudinal appraisal applied in positive and negative.

Keywords: Attitudinal, appraisal, Speech

I. INTRODUCTION

The Appraisal framework, a particular approach to exploring, describing and explaining the way language is used to evaluate, to adopt stances, Martin & Rose (2003: 22) defines appraisal as an interpersonal meaning system that refers to an attitude evaluation contained in the text, how one expresses how strongly his feelings about a thing and how the values of things in the text is generated. In other words, using theory appraisal we can tell the reader or others about attitude and our feelings about a thing or someone. Political speech almost happen when before of election, the candidates convey their vision and mission to audiences about their planning so that can the listeners can consider their choice. The same case happen in Indonesia when Ahok convey his speech, the purposed of Ahok's work visit on Seribu Island is actually to explain the fish farming program when Ahok was still the active Governor of DKI Jakarta who would also take part in the election of 2017 DKI Jakarta.

Ding (2016) investigated attitudinal in Obama's victory speech that attitudinal appraisal found that affect, judgment and appreciation are applied to rebuild public confidence, minimize hostility, appeal to the public for national solidarity and rally the country to challenges ahead. Related to this explanation, the researcher found the using of attitudinal appraisal used in Ahok's speech appears the difference point of view whereas Ahok's speech causes misunderstanding to the listeners or followers. Because he used negative attitudinal appraisal in his speech.

Ahok's statement giving a speech at the Kepulauan Seribu for example :

Sentence 1:

"Nah, kalau bapak ibu kesehatan jaga dengan baik, umur bapak ibu pasti di atas 80 tahun"

Based on the word "*pasti*" (sentence 1) Ahok gives the judgement that he makes sure if the people keep their health they will get long life. But in generally phenomenon based on sentence 1 "*pasti*" has the opposite meaning in reality life.

Sentence 2

"bisa aja kan dalam hati kecil bapak ibu enggak bisa pilih saya dibohongi pake Al-Maidah macem-macem itu"

Based on those preliminary data, the researcher found that there were misunderstanding by using the words of "*pasti*" (sentence 1) and "*dibohongi*" (sentence 2). In Ahok's speech (sentence 2) where negative appreciation about Surah Al-Maidah. The word of "*dibohongi*" gave the effect' unbelievable sense from Ahok to something important to Muslim people that make the people give unpleasant assumption for some people who believed to Al- maidah.

Some researchers have been done on attitudinal appraisal. An example like Another researcher is Mohammed and Khudher (2018) conducted research about appraisal perspective on attitudinal meaning, where in Eulogies for Ronal Reagan and Betty Ford. They found the most attitudinal value were explicit because the speech aims to provoke and persuade people to solve the problems together related to the problems of this research have been conducted by some researchers.

Through this phenomenon, the researcher is interested towards attitudinal appraisal theory based on Ahok's statement that has pro and contras with his speech and focusing on the kinds of attitude that derived in three kinds, they are affect, judging and appreciation.

The objective of this research is:

1. What kinds of attitudes appraisal are used in Ahok's Speech ?

II. REVIEW OF RELATED LITERATURE

2.1 Appraisal

Appraisal is the language of evaluation. It is one of the major discourse which establishes interpersonal meaning. As far as appraisal is concerned, feelings are the most expressive language in evaluation. As appraisal is applied, language and emotion arise the speaker/writer's evaluation. The purpose of speaker's or writer's positioning is to reveal the speaker-listeners relation. The speaker/writer tries to encode what they present as their own attitudes, while the listeners/readers supply their own assessments. On the other hand, the attitudinal evaluations are used to emerge the expression of listener/writer's status or authority as construed by text (Martin, 2005: 2). The model of appraisal is divided into three subsystem. "Attitude", "Engagement", and "Graduation".

2.2 Attitudes

"Attitude is a framework for mapping feelings as they are constructed in English texts", Martin & White 2005:42). Attitudes have to do evaluation of things (appreciation), people's character (judgment) and feelings (affect), (Martin & Rose 2003:43).

2.2.1 Types of Attitude

Attitudes relate to the evaluation of the object, character people, and feelings. Attitudes are divided into three basic evaluation Affect (feelings), judgment (the character), and appreciation (value of goods).

1. Affect

According to Thompson (2004: 76), affect is the most natural way of talking to express our emotional responses to what we feel about certain things. Unconsciously, our feeling can be in the form of positive and negative. As Martin and White (2005) states that the negative affect may appear when we want to express our sadness, anxiousness, boredom, etc. while the positive affect can be seen when we want to show our happiness, self-confident, anxiety, etc. Furthermore, Martin and Rose (2003) explain that to express our feeling, it can be shown both directly and indirectly

2. Judgment

Martin and White (2005: 52) declare that judgment is the region of meaning that construes people's attitudes to others and the way others behave (their character). Similar with affect, judgment can be positive and negative. It also can be expressed implicitly or explicitly. There are two types of judgment, that is personal judgment (used to evaluate a people's character by giving criticism and admiration) and moral judgment (used to evaluate a group of people by giving praise or condemnation). Moral judgment is usually used to evaluate more than one person.

3. Appreciation

Martin and White (2005: 56) express that appreciation is the meanings to construe evaluations of 'things', things that is made, performance that is given including natural phenomena (how they are valued). Like affect and judgment, it has a positive and negative dimension. The system of appreciation is organized around three variable: reaction (impact and quality), composition (balance and complexity), and valuation. (Martin and Rose, 2003: 63).

Reaction has to do with attention (reaction: impact) and the emotional impact with the degree to which the text/process in question captures our reaction: quality. Composition refers to our perception of proportionality (composition: balance) and detail (composition: complexity) in a text/ process. Finally, valuation focuses on field, since the criteria for valuating a text/ process are for the most part institutionally specific (Martin and Rose, 2003).

TABLE 1. TYPES OF ATTITUDINAL APPRAISAL IN AHOK'S SPEECH

No	Types	Kinds	Total	
1	Affect	Positive	8	12
		Negative	4	
2	Judgment	Positive	13	19
		Negative	6	
3	Appreciation	Positive	5	13
		Negative	8	
				44

III. RESEARCH METHODOLOGY

This study will be conducted descriptive qualitative design in order to describe the attitudinal appraisal in Ahok's speech. According Ary (1979:295) states that descriptive research study is designed to obtain information concerning the current status or phenomenon. They will be directed toward determining the nature of situation as it exists at the same time of the study. It means that descriptive is constructed or the natural setting as the direct source of data.

Data and Sources of Data

This study was about Attitudinal appraisal in Ahok's speech. The researcher choosed Ahok's speech the researcher found this speech become phenomenon in 2016-2017. The data were attitudinal appraisal in the form of the words which is containt of affect, judgement and appreciation words. The sources of data are Ahok's speech at Kepulauan Seribu in 2016 which is taken from youtube video www.youtube.com. It was taken in July, 27th, 2018 with duration 30 minutes 50 seconds.

IV. DATA ANALYSIS

A. Affect

Data 1

Yang saya **hormati** anggota DPR RI dari Dapil DKI, juga DPRD DKI, ada Pak Bupati, tentu juga Kepala Dinas, Kepala Biro, begitu juga Bapak-bapak dari Kelautan Perikanan ya

(My gratitude to the members of the DPR RI from the Electoral District of DKI, also DPRD DKI, there is the Regent, of course also the Head of Office, Bureau Chief, so are the gentlemen from the Marine Fisheries.)

Based on data above, Ahok showed positive affect where he gave his respect to audiences

Data 2

“Nah saya waktu jadi Bupati saya **mengimpikan** itu budi daya,

(Well, when I was Regent I **dreamed** it was cultivation)

The word mengimpikan above, Ahok tell his dream about cultivation so it included positive affect

Data 3

*Saya selalu **tegaskan** sama bapak ibu juga, jangan juga terpengaruh*

I always emphasize the same ladies and gentlemen, do not also be affected

Based on data number 2 , the word “tegaskan” included positive affect where he confirmed to audiences that his assertive to audience

Data 4

Makanya saya **menentang** itu
(So that I am against that)

From data number 4 the word menentang is affect, he described her feeling toward the system

Data 7

Saya aja **suka** ngancam pak bupati

(I like to threaten the regent)

From the data above the word of suka included negative affect, here Ahok like to threaten that is why word of suka, categorized as negative affect

B. Judgment

Data 17

“bapak ibu kalau milih saya, bapak ibu **bodoh**”

(if you choose me, you are stupid)

From the data above “bodoh ” , it is negative judgment where I told to audiences if they choose him, they are stupid.

Data 23

“tapi kadang-kadang yang **lebih rajin jujur** itu ibu-ibu kok”

(but sometimes the ones who are more diligent are mothers)

Here clearly Ahok gave positive judgment to ladies or mother where he said the ones who more diligent are mothers than gentlemen

Data 24

“jadi budi daya ini bila perlu kalau lakinya **malas**, kasih ke isterinya saja”

(so this cultivation if necessary if the man is **lazy**, just give to his wife)

From data above , Ahok stated if the man lazy it is better if give to his wife which means he gave negative judgement to man

Data 26

“Kalau guru-guru Jogja bagus gak? **Bagus**”

Are teachers in Jogja good or not? They are good

Based on data above, the word of bagus is positive judgment where Ahok gave his judgement about Jogja teachers are good

Data 29

“kalau bapak ibu kesehatan jaga dengan baik, umur bapak ibu **pasti** di atas 80 tahun”

(if you take good care of your health, your age must be over 80 years)

Pasti is positive judgment , in this statement Ahok really sure that if you take care your health, you must be long life

C. Appreciation

V. FINDINGS

Data 32

“kita dikaruniai tempat yang begitu **luas**”

(*we are blessed with such a wide place*”).

Based on the data above ‘luas’ is positive appreciation , where Ahok told Kepulauan seribu blessed with wide place.

Data 35

“Pisang kepok itu sampai **busuk** sampai dia bisa berbulan-bulan tidak makan nasi”

(*Kepok banana until rotten, until he could not eat rice for months*)

From the data 35 above “busuk” is the negative appreciation, and it belongs to valuation appreciation.

Data 39

“katanya beras raskin itu dibeli 1400, 1800, berasnya kadang **jelek** lagi”

(*he said the raskin rice was bought 1400, 1800 the rice is sometimes not good*)

Based on the data the word of “jelek” in the sentence means “not good”. So, the data used include negative appreciation and it is belongs to valuation appreciation

Data 40

saya bikin sistem sangat baik

(*I make a very good system*)

From the data 40 above “sangat baik “ is positive appreciation and it included reaction appreciation.

Data 42

jadi sekarang Indeks Pembangunan Manusia kita tinggi sekali

(*so now our Human Development Index is very high*)

Tinggi here included positive appreciation and it is reaction appreciation

In the data analysis, there are three types of attitudes that used in Ahok’s speech. They are Affect, Judgment and Appreciation. In Ahok’s speech more attitudes occur in the category of judgment rather than affect and appreciation. Positive judgment is dominant e in Ahok speech, this is because Ahok’s gave because in this speech Ahok provides an illustration and impact for people who wants and do not want to run the cultivation system that he will make in Kepulauan Seribu.

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