

CHAPTER 1

INTRODUCTION

1.1 The Background of the Study

Communication between human beings by using the language there are several ways, namely orally and in writing. Communication is very important in our life, because the human can do communication to establish a relationship with individuals and other groups, and people can learn many things through these communications. Human communication can also convey a message or information that is useful for others. There are several ways to convey the information or message such as newspapers, televisions, magazines, news etc. When people want to convey information or idea that they have, sometimes they do a speech to convey the idea.

Speech is the ability to speak in front of the public to express their opinion or give an idea about something important. According to Mulyana (1995:5), speech is an utterance with good arrangement to be submitted to the crowd. It means besides the message, good arrangement of the speech will make it better for the audiences understand what the speaker wants to convey. An idea can be conveyed in a speech to the right while using good language and easy to be understood by the audience. The purpose of speech is not only conveying words or sentences but also it can give an effect to the listener. When human delivers a speech, they want to give benefit thing or information to the listeners, especially in Political speech, speech is used to conveyed their campaign and also persuade listeners.

Political language deals with the use of power to organize people's mind and opinion. It is an instrument used to control the society in general. Speech heard by a lot of people, every person has different interpretations that can influence the success of the candidates. Political speech can be seen as a means of establishing and maintaining social relationships, expressing feelings, and selling ideas, policies and programs in any society.

To make a speech more effective and persuasive includes many factors, one of which is the ability of the speaker to apply an appropriate language which can lead to establishment of unseen and interpersonal relation between the orator and the intended audiences. Language and politics are interconnected. Language is the mean by which political ideas are transmitted to the community (Harris, 1984). In politics, words have a powerful effect. They have the power to make an action or an idea un/justifiable. They can create or provoke feelings in the listeners to judge a phenomenon as praiseworthy or blameworthy. They have the power to touch the hearts of the hearers. So a skillful politician should be able to benefit these characters in his/her speech and try to successfully apply them according to his/her wants and needs to attract the attention and provoke the emotion of the audiences. So employing an effective and appropriate language is a crucial element in political discourse and also an important factor in persuading and convincing the target listeners. The ability of a politician to choose and use the most applicable and acceptable forms of language to gain the intended objectives can be an indication of her/his success or failure.

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 Kepulauan Seribuis 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 inappropriate 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 his affect that he makes sure if the people keep their health they would get long life. But in general 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 writer found that there were misunderstandings 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.

This speech was interested to be analyzed because Ahok’s speech became huge phenomenon in 2016 until 2017. The researcher uses Appraisal as theory especially attitudinal appraisal to analyze the attitude device (positive/negative) in Ahok’s speech at Kepulauan Seribu.

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.

Appraisal is used to negotiate social relations between human beings, by telling about what is felt about objects and people to the listeners. There are three

kinds of semantic resources which are incorporated in appraisal model. They are attitude (the expression of feelings), engagement (the sourcing of attitudes and negotiation of heteroglossic diversity), and graduation (the scaling of interpersonal force or for sharpening/blurring the focus of value relationships)

In the appraisal, attitudes are associated with social interaction. Focus in the appraisal is the attitude and values negotiated with the reader. One important aspect in the appraisal is the source of opinion, which will appear naturally. Through Appraisal the reader will get an understanding to communicate well with the choice of vocabulary in accordance with the context and situation at hand. This can also help the reader or listeners to know how a writer or speaker can influence his feelings, thoughts, and ideas to other people.

As one kind of appraisal resources, attitudes play an important role in the expression of interpersonal meanings of language. Attitude refers to the resources used to negotiate feelings, judge people's character and behavior, and evaluate the worth of things (Martin and Rose, 2003). It is a way that people behave towards someone or in a particular situation, especially when this shows how they feel. Attitude negotiates the manner in which attitudes are explicated and demonstrated.

Some researchers have been done on attitudinal appraisal. Rohmawati (2016) did the research about appraisal devices realizing attitudes in Obama's speech. She found Obama used three kinds of attitude, they are affect, judgment, and appreciation. The used of judgment more dominated the percentage of attitudes, in her research found that positives attitude more often than negative attitudes. Another researcher is Mohammed and Khudher (2018) conducted research about

appraisal perspective on attitudinal meaning, where in Eulogies for Ronald 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 was interested towards attitudinal appraisal theory based on Ahok's statement that has pro and contra with his speech and focusing on the kinds of attitude that derived in three kinds, they are affect, judging and appreciation. Read & Carrol (2012) argue that an opinion can be analyzed by using the appraisal theory of systemic functional linguistics.

1.2 The Problems of the Study

Based on the background of the study, the problems were formulated as the following.

1. What types of attitudinal appraisal are used in Ahok's Speech ?
2. How are attitudinal appraisal interpreted during Ahok's Speech?
3. In what context are attitudinal appraisal realized in the way they are in Ahok's Speech?

1.3 The Objectives of the Study

With reference to the research problem formulated above, the objectives of the study are:

1. To investigate the types of attitudinal appraisal in Ahok's Speech.
2. To describe realization of attitudinal appraisal in Ahok's Speech.
3. To explain the context of attitudinal appraisal used in Ahok's Speech

1.4 The Scope of the Study

This research investigated about appraisal theory where appraisal divided into three parts they are attitudes, engagement and graduation, but the focus in this research was attitudinal appraisal in Ahok's speech at Kepulauan Seribu on YouTube . Attitudinal appraisal proposed by Martin and White (2005) that divided into three types affect, judgement and appreciation.

1.5 The Significance of the Study

It was expected that findings of the research were relevant and useful theoretically and practically. Theoretically, the findings this research were expected to enrich the theories of Appraisal and to inform you how this theory can explain someone's emotions by analyzing his or her discourse, specifically give a better information and understanding how appraisal are related to the aspects of discourse and it is very worth to inform how discourse play a role in social life of communication.

Practically, it was expected to be guidance for those who are interested discourse analysis in campaign speech and eventually, this research hopes the audiences to open their broad critical thinking in understanding the speakers' intent meaning.