The Inclusion of Ideology in Jokowi's Speech Viewed from the Perspective of Appraisal Theory

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Article Info	Abstract
	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. © 2019 Universitas Negeri Semarang

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INTRODUCTION

Ideology is "the basis of the social representations shared by members of a group" (Dijk, 1998). 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. The term "ideology" also has several definitions out of which Fairclough chooses two: "any social policy which is in part or whole derived from social theory in a conscious way" (Fairclough, 2001a). Thus, 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" (Dijk, 1998). 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. It 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 utterance produced becomes the media of communication between the speaker and the listener. One of the spoken language forms is 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. 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. Appraisal is one of three major discourse smeantic resources construing interpersonal meaning (alongside with involvement and negotiation) (White, 2005). 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. The speech of President Jokowi is chosen since every word delivered by this number-one person of Indonesia is believed to be meaningful. His speech in Economic Forum becomes the focus of the study as it may emerge misunderstanding when the messages are not well-interpreted. The speech itself may reflect 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.

A number of previous study concerned with appraisal and its implications have been conducted by many experts. The application of appraisal in teaching critical reading has been conducted by (Ruo, 2016; Akbarzade, 2014; Hidayati, 2017; and Liu, 2010). 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 in terms of experiencing a better understanding and developing students' critical thinking. Several studies related to the implementation of

appraisal system in the speech performed by well-known figure have been carried out by (Anggraini, 2018; Rohmawati, 2016; Maula, 2018; Mafruchatunnisa, 2016; Ananda, Nababan, and Santosa, 2018; and also Suprihatin, 2016). Those studies 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. Another topic such as the realization of appraisals in students' essay writing has also been studied by several experts (Xinghua and Thompson, 2009; Ngongo, 2016; Ngongo, 2017; Wihadi, 2018; Yang, 2016; Se, Allison, 2003; Neviarouska, Prendinger, Ishizuka, 2010; Hee, 2008; Mori, 2017; Wang, 2010). The results indicated that when students are instructed to write an essay, they tend to be more personal and emotional rather than appreciative. Furthermore, regarding the elucidation of ideology, there have been many researchers who conducted a study about 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. (Nova, 2013; Riyono, Emzir, Lustyiantie, 2018; Bulan, Kasman, 2018; Shojae, Youssefi, Shams, 2013; Tawfik, 2017; Arifin, 2016; Nwaugo, 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). It comprises of two main discursive strategies of 'positive self-representation' (semantic macro-strategy of in-group favouritism) and 'negative other-representation' (semantic macro-strategy of derogation of out-group) which are materialized through some other discursive moves such as 'actor description', 'authority', 'burden' ('Topos'), 'categorization', 'comparison, 'consensus', 'counterfactuals', 'disclaimer', 'euphemism', 'evidentiality', 'example'/'illustration', 'generalization', 'hyperbole', 'implication', 'irony', 'lexicalization', 'metaphor', 'selfglorification', 'norm expression', 'number game', 'polarization', 'Us-Them', 'populism', 'presupposition', 'vagueness', 'victimization (Dijk T. A., 2004).

Besides, the results of the study are believed to have a contribution in escalating the quality of English teaching and learning as it transforms limitation of the lesson about structuring words can be transformed into understanding words beyond meaning.

METHOD

The object of this research is a speech text performed by Jokowi in the the World Economic Forum of Asean 2018. The units of analysis is clause level analysis. The clause level analysis is conducted to identify the appraisal category used in the speech text and will be enhanced with the elucidation of ideology inclusion from each appraisal category.

This research employs a research design that integrates the main parts of the study including research questions, objectives of the study, theoretical framework, research method and validity of the research. Those five

components affect each other whether it is directly or indirectly. First, the goals of the research are defined to lead the study as it develops in a systematic way. The goals becomes the the guidance to establish what needs to be find out in the next step of the research. In this study, the goals consists of three significant points to be figure out. The goals are (1) to analyze the ideology inclusion in Jokowi's speech viewed from the perspective of attitude appraisal, (2) to analyze the ideology inclusion in Jokowi's speech viewed from the perspective of engagement appraisal, (3) to analyze the ideology inclusion in Jokowi's speech viewed from the perspective of graduation appraisal. Those three questions are the target of the study to be elucidated as it becomes the reasons of why this study is conducted.

Second, the goals are constructed from the theoretical framework in which the theory underlying appraisal resources and ideological strategies are employed. The appraisal theory is used to elucidate the ideology in a speech since it provides a unique role to convey the meaning of the speaker. Besides, every category has significant function to represent what is believed by him or her. Then, the inclusion of idelogy is presented from those three appraisal categories to reveal that the use of language corresponds to the speech text to convey the main purpose and focus of the speaker.

Third, after the theoretical framework is set, the research question is establish as a guidance to obtain the research findings. In this study, three research questions are presented. They are: (1) How is the inclusion of ideology in Jokowi's speech viewed from the perspective of attitude appraisal? (2) How is the inclusion of ideology in Jokowi's speech viewed from the perspective of engagement appraisal? (3) How is the inclusion of ideology in Jokowi's speech viewed from the perspective of graduation appraisal?. The presence of research questions function to keep the study on its focus and purposes so that the researcher does not emerge a new case when conducting further step.

Four, the goals of the research is defined by the research method employed in the study. This study uses descriptive qualitative method with aims to explain how attitude appraisal conveys the inclusion of ideology in Jokowi's speech, to elucidate how engagement appraisal reveals the inclusion of ideology in Jokowi's speech and to clarify how graduation appraisal depicts the inclusion of ideology in Jokowi's speech. These three aims will be systematically explained by taking consideration on descriptive qualitative method starting from determining the classification of appraisal system in clause level analysis. Then, it is continued with an explanation of ideological analysis supported by appraisal categorization. Fifth, in order to avoid any bias, the validity of the study will be proven by employing investigator triangulation. The validity will be proven from the triangulation of sources, theories, method, and research findings. The investigator triangulation aims to verify that the study has been conducted systematically and resulted credible findings which can be accounted for.

RESULTS AND DISCUSSION

The Inclusion of Ideology Viewed from The Perspective of Attitude Appraisal

There were several ideology strategies included in attitude appraisal, such as implication, consensus, hyperbole, presupposition, national self glorification, lexicalization, and irony. in general, ideology strategy of implication dominated the speech viewed from the analysis of attitude appraisal. the domination of implication was followed by pre-supposition and lexicalization. the least ideology strategies employed in attitude appraisal were consensus, hyperbole, national self glorification and irony.

In general, it can be said that jokowi, as the speaker of the speech, was keen on emphasizing attitude by providing highlight before coming up with his true intention. he tended to convey the baseline in order to engage the audiences with the core of his statement. engaging the audiences with the essence was his

strategy to drive them in understanding the real issue of his utterance. that was the reason of why every statement comprised of implication.

Besides, pre-supposition was presented as jokowi talked about common issues that the audiences have already noticed. this kind of attitude was implemented by jokowi to examine the same perspective between he and the audiences. he took up the issues in his speech in order to lead the audiences into the further discussion so that the audiences grasped the point he started from. another kind of attitude that was found in the speech was the attitude of jokowi in describing thanos. thanos itself was a movie character used by the speaker as a representation of a bad character. this characterization was based on the ideology of lexicalization in which the speaker expressed criticism and pessimism about something through the reflection of a character. moreover, the lexicalization was also accompanied by the use of hyperbole to exaggerate meaning that aimed to drive the audiences to the real threat caused by thanos.

Jokowi also expressed an attitude of pride through the glorification of his own country. he mentioned a great success of Indonesia when hosting the 18th asian games and para games. he also mentioned various partners from many countries that participated in that big event to amaze the audience and to prove the power of Indonesia.

In addition, Jokowi also attempted to create agreement and solidarity by providing statement that engaged the audiences with a sense of cooperation in coping with certain issue. He employed the ideology of consensus by expressing such reaction, feeling, and attitude including particular partners that were claimed to have responsibility to go through with a global issue related to economic and human civilization. However, there was also an irony emerged in the speech. The speaker showed how something did not work as it should be. It worked inappropriately that certain parties should bore the burden while others enjoyed the benefits.

The Inclusion of Ideology Viewed from the Perspective of Engagement Appraisal

The engagement appraisal analysis led to a finding that ideology strategy of implication was frequently employed by Jokowi. It still dominated the speech followed by other idelogy strategies particularly evidentially, presupposition, national self glorification, hyperbole, vagueness, and consensus. It meant that by stating his position Jokowi had certain intention to deliver the real message to the audiences. Implication was mostly used when Jokowi expressed his point of view. He collaborated words such as "I believe" with particular statement with a purpose to show confidence about what has been taken into consideration and to engage the audiences with a perspective he offered. The statements uttered by the speaker was also supported by facts taken from scientific research. It depicted how Jokowi carefully planned his speech before he performed it in the Economic Forum. He employed evidentially ideology in order to inform the audiences about credible findings that are possible to be the cornerstone of joint policy.

In addition to the ideology strategy of implication and evidentially, there were four ideology strategies that were again included in the speech viewed from the perspective of engagement appraisal. They were presupposition, national self glorification, hyperbole, and consensus. Presupposition was implemented as a signal that the speaker and the audiences shared the similar point of view. National self glorification was chosen as the speaker emphasized his position as Indonesian people who took a part in launching Government Program and showed pride because his country successfully created a remarkable progress. Furthermore, hyperbole was still used in order to mark out the real problem of human being so that the audiences could have a sense of responsibility in maintaining the world peace.

Furthermore, consensus was applied to build solidarity among the audiences which focused on the resources management.

Solidarity among countries was expected and considered as the key of cooperation and collaboration in keeping up with global challenges, especially economic and humanity issues. The consensus ideology was appropriately implemented by the speaker to invite the audiences to stand ready towards smart management of world energy resources. However, not all intention was clearly uttered by the speaker. There was the time when Jokowi manipulated words simply for attracting the audiences' attention. He employed ideology strategy of vagueness to emerge question that was required explanation. It was not just a strategy to drive people curious, but it was such a satire. This ideology then stood out as an approach that led the audiences to refer to their own selves and helped them realize the main point of the speaker.

The Inclusion of Ideology Viewed from the Perspective of Graduation Appraisal

The analysis of graduation appraisal in Jokowi's speech confirmed the inclusion of several ideology strategies. The ideology strategies comprised in the speech viewed from the graduation classification were hyperbole, implication, national self glorification, and number game. Generally, the analysis indicates that implication was frequently used by the speaker followed by national self glorification, hyperbole, and number game. The speaker tends to convey about amount and intensify some words with aims to emphasize particular issues that need to be aware by the audiences.

From the analysis of graduation appraisal, the ideology of implication was inserted generally in order to provide detailed improvement related to quantity and intensity of an object of discussion. It required to be emphasized as the speaker was obligated to share an obvious explanation to make the speech worth the meaning. To make it sound harmonious, the speech was once again supported by the use of hyperbole that included certain character. Thanos as a bad guy in the movie was placed as a real thing in human's

live. Thus, it gave a sense of truth that was necessary to be taken into account by the audiences since the speaker referred to all of them.

Another ideology strategy included in the speech was self national glorification. Jokowi, as the speaker, mentioned various artists and participants in the Asian Game to create a good impression towards Indonesia. He uttered the expression of quantity in order to describe the excitement and euphoria of that fabulous event. In addition, number game emerged as the least ideology strategy implemented by the speaker. Number game ideology represented the number of Indonesian start up and the gain from that industry. The speaker applied the combination of words and number in order to claim commitment and credibility in joining global competition of technology and digital economy.

CONCLUSION AND SUGGESTION

The first analysis of attitude appraisal in Jokowi's speech conveyed that there were seven ideology strategies that had been implemented viewed from attitude appraisal analysis. 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. 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 appraisal depicted 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. The engagement analysis indicated the ideology possessed by the speaker as a reference of position he took. The general analysis indicated that the implementation of implication was related to the 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 be seen from the perspective of graduation appraisal. It was clearly conveyed that the analysis of graduation appraisal resulted in the implementation of four ideology strategies. The four ideologies were implication, hyperbole, national self glorification, and number game. Graduation appraisal analysis aims to provide an overview about the quantity and intensity of an object of discussion. In this part, the use of implication conveyed how the speaker 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 ideology viewed from graduation appraisal indicated that the speaker once again implemented hyperbole as a satire to make people aware of evil ambitions inside all of us.

In addition, in order to contribute to the research development and related parties, this study are expected to be applied as a reference to share knowledge and theory of appraisal resources 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. Moreover, it is also expected that the next researchers can manage a further study about the application of appraisal resources 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.

Despite its contribution and strengths, this study also indicates weakness that may trigger bias as the interpretation was gained from clause analysis instead of text level analysis. Thus, the ideologies presented in the results and discussion were varied so that the conclusion was not wrapped into one big idea of ideology reference of the speaker.

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