

## APPRAISAL ATTITUDE ON EDITORIAL NEWS: OUR DISASTROUS PRESIDENT

Dias Andris Susanto <sup>1</sup>, Djoko Sri Bimo <sup>2</sup>

Universitas PGRI Semarang <sup>1</sup>, Universitas Terbuka Surakarta <sup>2</sup>

Corresponding author email: [diasandris@upgris.ac.id](mailto:diasandris@upgris.ac.id)

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### ABSTRACT

*Appraisal Theory's linguistic discourse analysis gives different techniques to analyze "objectivity" and ideological bias in news editorial. Systemic Functional Linguistics (SFL) describes the way in which language constructs attitude, and allows speakers or writer to place themselves in relation to prospective responses or other speakers/writers in terms of how they value their opinions. The study was aimed to know existing of appraisal attitude system in news editorial and to figure out the dominant types of appraisal in the Los Angeles Times News Editorial convey the meaning of the sentence. The writer look at the creation of journalistic reality from a linguistic point of view, how the choices journalists make in terms of vocabulary reveal their ideological standing, both in terms of content and context. For this purpose the writers using the Los Angeles Times editorial which published in January 17th 2021 as an example, this chapter applies the framework an appraisal. Since these articles make connection to President Donald J. Trump. It activate powerful evaluation of appraisal attitude values that provide news articles evaluative implications that observed. The news editorial system draws attention to the importance of emotion, judgment and appreciation in its coverage of problems. As a results, the study showed that performance in appraisal system in Los Angeles Times news editorial is almost in entire text the writer give some lexical items that give "affect" to the reader. In this case is negative affect. And then, the writer intends to give less attention on appreciation lexical items.*

**Keywords:** *Appraisal, Appraisal Attitude, News Editorial*



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## LATAR BELAKANG

In the era of social information explosion, news media play an increasingly important role in disseminating information to the public. To do its work, the media must be able to convey information in a variety of languages. People do this by telling listeners and readers about their feelings and opinions about other people and things, in order to manage social interactions with others.

Appraisal theory as described by Martin (2004), is the evaluation, mediation of attitude, intensity of emotion, and connection with readers. Instead of focusing on the literal meaning, readers should pay more attention to the discourse meaning. An evaluation system might also have a social significance to it. Three categories of attitudes are defined by (J. R. Martin & Rose, 2003) : affect, judgment, and appreciation.

According to the criteria of personal preference, affect refers to the varied feelings of language users towards particular persons or objects. It focuses on people's positive or negative emotions. In linguistics, judgment refers to the opinions of language users based on social norms. there is social esteem and a sanction system in the sub-system of judgments. Human character or behavior is evaluated based on normality, capability, and tenacity. According to social sanction, people are judged based on their truthfulness and propriety. Language users' opinions on particular people, objects, and behaviors are referred to as appreciation, which is an

evaluation of phenomena. Instead of judgement, appreciation focuses on inanimate objects, such as products and processes, as opposed to judgment.

There is an appraisal theory including linguistic framework that is examined in depth inside this research study. An study of political news items is conducted using the appraisal theory, which is assessed for its value, simplicity of use and flexibility. As a result of identifying the issues with the framework, potential solutions have been offered to overcome them. Hopefully, this work will help guide future research in apraisal analysis of editorial news.

Moreover, appraisal study is often conducted using a novel, students' writing projects, advertisements. As a result of her research, the writer focuses on online newspaper analysis of written text. In the subject of appraisal, a number of the subtypes that the researchers discovered were enermous. There are three subtypes of appraisal presented: engagement, attitude, and graduation. Engagement and Graduation engage with, resource, and amplify those numerous assessments and 'positions' inside a text, whereas Attitude is the semantic resources utilized to convey emotions, judgments, and valuations. The writer tries to figure out how the representative of Los Angeles Times news editorial utilized each appraisal of attitude.

In the form of sentences, people are able to express their feelings, thoughts, and opinions. Clauses are used to convey meaning in communication. They're grouped in a text. An editorial news split down into multiple sections or phrases in this research. The sections investigated for appraisal devices. The researcher picked articles from the Los Angeles Times News Editorial since it has a great effect on public opinion to understand the issues or ideas of people's opinion or factual tragedy.

**METODE PENELITIAN**

In this investigation, a qualitative method research used and tables utilized as research tool to analyse in order to clear appraisal attitude reveal in the Los Angeles Times News Editorial. 'Los Angeles Times' published on January 17th, 2021, was the source of the news reports. As a result of categorizing the words and sentences, the data received is qualitative. In this study, the researcher relied on the content analysis technique to lead the investigation. It was because the content analysis approach included procedures researcher readings and interpretation of media materials are essential to qualitative content analysis. 'Appraisal' and its 'Attitude' resource were used as the data source for this analysis based on the framework of Martin and White theory.

**HASIL DAN PEMBAHASAN**

**Result**

a) Having failed in his effort to thwart the voters' will and hold on to power, Donald J. Trump will leave the White House under the cloud of a second impeachment and facing the humiliation of a trial in the Senate for inciting an insurrection. But the Trump administration didn't just end badly; it was a disaster from the start.

Table 1. Clause 1

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social Esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
1	-	Having failed	To thwart	-	-	-	-	-	-	-
2	-	Will leave	-	-	-	-	-	-	Under the cloud of a second impeachment	-
3	-	Facing humiliation	-	-	-	-	-	-	-	-
4	-	badly	-	-	-	-	-	-	-	just
5	-	disaster	-	-	-	-	-	-	From the start	-

b) The question of whether Trump has been the worst president in American history can be debated, but he clearly was one of the worst. He deserves that infamous description not primarily because of poor policy decisions – though there were plenty of those – but because his defects of character and temperament.

Table 2. Clause 2

c	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social Esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
6	-	The worst	-	(-) the worst president	-	-	-	-	-	-
7	clearly	The worst	One of the worst	-	-	-	-	-	-	One of the worst
8	-	poor	-	-	-	-	(-) infamous description	-	-	-
9	-	-	-	-	-	-	-	Plenty of those	-	-
10	-	defect	His defect	-	-	-	-	-	-	-

c) Yes, there have been presidents with personal feelings who nevertheless exercised strong leadership and respected democratic institutions. But from the time Trump took office he displayed a constellation of flaws – narcissism, mendacity, an exaggerated view of his low ability and a chilling lack of empathy – that infected his presidency and divided the nation.

Table 3. Clause 3

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
11	Strong and respected	-	-	-	-	-	Strong and respected	-	yes	-
12	-	flaws	Constellation of flaws	-	-	-	-	Constellation of flaws	-	-
13	Chilling	-	-	Narcissism, mendacity, an exaggerated view	-	-	-	-	-	-
14	-	infected	infected	-	-	-	-	-	-	-

d) Trump began his administration with a lie about the size of the crowd at his inauguration, and the fabrications kept coming. His presidency ends with Trump clinging to the fiction that the election that ousted him was “rigged”— the same fantasy that impelled his crazed followers to storm the Capitol on Jan. 6 in a siege that led to five deaths.

Table 4. Clause 4

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
15	-	lie	-	-	-	-	-	-	Keep coming	-
16	-	ousted	-	-	(-) The election that ousted him was “rigged”	-	-	-	-	-
17	-	-	crazed follower	The same fantasy	-	-	-	-	Five deaths	-

e) In 2017 this newspaper published a series of editorials under the title “Our Dishonest President,” in which we drew a connection between Trump’s contempt for the truth and other alarming features of his presidency, including his attacks on the news media (“fake news”) and his undermining of vital institutions, such as the federal judiciary and the electoral process.

Table 5. Clause 5

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
18	-	dishonest	Dishonest president	-	-	-	(-) our dishonest president	-	-	-
19	-	The truth	-	The truth	-	-	-	-	Other alarming features	-
20	-	fake	Fake news	-	-	-	-	-	-	-
21	-	-	-	Vital institution	-	-	-	-	-	-

f) In the last editorial in that series, we said that Trump was “reckless and unmanageable, a danger to the Constitution, a threat to our democratic institutions.” That was an accurate indictment of Trump in 2017, and it sadly proved prophetic about the way he has behaved since.

Table 6. Clause 6

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
22	-	Reckless and unmanageable	Trump was reckless and unmanageable	-	-	-	-	The last editorial	-	-
23	-	danger	A danger to the constitution	-	-	-	-	-	-	-
24	-	threat	A threat to our democratic institutions	-	-	-	-	Democratic institution	-	-
25	-	-	-	-	-	-	-	Accurate indictment	-	-
26	-	sadly	-	-	Sadly proved prophetic	-	-	-	-	-

g) Take the outrageous abuse of power that led to Trump’s first impeachment: his attempt to pressure the president of Ukraine, a nation desperately dependent on U.S. security aid, to interfere in the U.S. election by investigating Joe Biden. That episode exposed Trump’s inability to distinguish his own interests from those of the nation, a blind spot that also has figured in his refusal to admit that he Los the 2020 election and in his contempt for Congress, the intelligence community and career diplomats.

Table 7. Clause 7

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
27	-	outrageous	Abuse of power	-	-	-	-	-	-	-
28	-	To pressure	-	-	-	-	-	-	-	-
29	-	desperately	Desperately dependent	-	-	-	-	-	-	-
30	-	inability	-	Trump’s inability	-	-	-	-	-	-
31	-	refusal	-	Los	-	-	Intelligence community	-	-	-

h) Another character defect — lack of empathy — was evident in Trump’s casual bigotry toward immigrants and people of

color. That attitude was reflected in a series of disastrous policies. They range from a ban on travel to the United States primarily directed at predominantly Muslim countries to the separation of children from their parents at the Mexican border to the attempt to exclude immigrants lacking documentation from the census count used to apportion seats in Congress.

Table 8. Clause 8

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	valuation	Enrichment	Augmenting	Mitigation
32	-	defect	-	-	-	-	-	-	-	-
33	-	lack	Lack of empathy	-	-	-	-	-	-	-
34	-	-	-	Disastrous policies	-	-	-	-	A series of	-
35	-	lacking	-	Predominantly Muslim countries	-	(-)A ban on travel	-	-	-	-

i) Trump portrayed himself as a champion of Black Americans, bizarrely boasting that he had done more for them than any president with the possible exception of Abraham Lincoln. Some of his policies — such as his support for modest criminal justice initiatives, tax incentives for investment in economically distressed areas and funding for historically black colleges and universities — may have benefited some Black Americans. But they are utterly overshadowed by other words and acts, including his claim that Black Lives Matter was a symbol of hate and his racially freighted claim that a Biden victory would harm “suburban

housewives” by destroying their neighborhoods with fair-housing policies.

Table 9. Clause 9

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composit ion	valuati on	Enrichment	Augmenti ng	Mitigati on
36	-	-	-	-	Trump portrayed himself	-	Champion of Black Americans	-	-	-
37	-	Bizarrely	-	-	-	-	Possible exception	-	He had done more	-
38	-	-	-	Modest criminal	-	-	May have benefited	-	-	-
39	-	-	-	-	-	-	-	-	Utterly overshadowed	-
40	-	hate	-	Was a symbol of hate	-	-	-	-	-	-
41	-	racially	Would harm	-	-	-	-	-	-	-

j) You could argue that Trump is merely continuing the politics of racial dog-whistling that have animated some Republican candidates since at least Richard M. Nixon. It was that, but it also reflected how cruel and insensitive Trump’s words and deeds could be.

Table 10. Clause 10

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reacti on	Composit ion	valuati on	Enrichment	Augmenti ng	Mitigati on
42	-	-	Racial dog-whistling	-	-	-	-	-	-	merely
43	-	-	-	-	-	That have animated	-	-	-	At least
44	-	Cruel and insensitive	-	Insensitive Trump’s words and deeds could be	-	-	-	-	-	-

k) The most damaging outcome of Trump’s narcissism was his sabotaging of efforts to control the COVID-19 pandemic. Trump can legitimately take credit for his administration’s commitment to developing vaccines at speed. “But he undermined the larger effort to contain the virus by minimizing its dangers, questioning the value of testing, treatments and mocking the wearing of masks. Long before he exhorted his followers to “fight

like hell” at the U.S. Capitol, he urged opponents of COVID-19 safety measures to “liberate” their states and, in a foreshadowing of his friendly comments about the mob at the U.S. Capitol, expressed sympathy for armed demonstrators who occupied the Michigan Statehouse.

Table 11. Clause 11

No	Affect		Judgment		Appreciation			Amplification		
	Positi ve	Negati ve	Social Sancti on	Social esteem	Reacti on	Composit ion	valuati on	Enrichment	Augmenti ng	Mitigati on
45	-	damaging	-	Trump’s narcissism	-	-	-	The most	-	-
46	-	-	-	-	(-) Can legitimately	-	-	-	-	-
47	-	-	-	danger	-	-	-	-	-	-
48	-	hell	-	-	To liberate	-	-	-	-	-
49	friendly	-	-	-	-	-	-	-	-	-
50	sympathy	-	-	-	-	-	-	-	-	-

l) Even those who believe that Trump promised a positive new direction for the Republican Party — opposition to “endless wars” and free trade and support for government investment at home, budget deficits be damned — must recognize that he undermined his own agenda with his erratic behavior, inattention to detail and ego-driven insistence on settling personal scores.

Table 12. Clause 12

No	Affect		Judgment		Appreciation			Amplification		
	Positi ve	Negati ve	Social Sancti on	Social esteem	Reacti on	Composit ion	valuati on	Enrichment	Augmenti ng	Mitigati on
51	believe	-	-	-	-	-	Positive new direction	-	-	-
52	-	damned	damned	Endless war	-	-	-	Endless war	-	-
53	-	erratic	Ego-driven insistence	-	Must recognize	-	-	Must recognize	-	-

The president’s defenders can argue that none of these failings prevented the Trump administration from achieving successes in domestic and foreign policy. Indeed, there were accomplishments.

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	Valuation	Enrichment	Augmenting	Mitigation
54	success	-	-	Failing prevented	-	-	-	-	-	None of these failings
55	-	-	-	-	-	-	There were accomplishments	-	-	-

m) Although Trump was wrong to boast that he presided over “the greatest economy in the history of America,” unemployment did decline significantly during his administration before soaring in the COVID-19 pandemic. With the cooperation of the Republican-controlled Senate, he placed three conservative justices on the Supreme Court and appointed more than 200 judges to lower federal courts.

Table 13. Clause 13

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	Valuation	Enrichment	Augmenting	Mitigation
56	-	wrong	-	-	-	-	Greater economy in the history	-	-	-
57	-	decline	-	-	-	-	Did decline significantly	-	-	-
58	-	-	-	Three conservative justice	-	-	-	-	-	-

n) Abroad, the administration successfully encouraged Israel and several Arab nations to normalize relations and rightly

engaged the Taliban in negotiations designed to bring U.S. forces home from Afghanistan. But the president’s overconfidence in his own abilities led him to think that flattering Kim Jong Un was the way to make progress on controlling North Korea’s nuclear arsenal. And his repudiation of the Iran nuclear agreement, seemingly motivated more by a desire to overturn an Obama administration achievement than by a desire to prevent Iran more effectively from developing nuclear weapons, was a strategic failure that alienated U.S. allies.

Table 14. Clause 14

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	Valuation	Enrichment	Augmenting	Mitigation
59	Successfully encouraged	-	-	-	-	Successfully encouraged	Rightly engage	-	-	-
60	-	-	-	The president’s overconfidence	-	The way to make progress	-	-	-	-
61	-	repudiation	-	-	-	-	-	-	Seemingly motivated more	-
62	-	-	-	Strategic failure	-	-	More effectively	-	-	-

o) Trump’s legacy will be defined primarily not by his occasional achievements — or even by his policy errors — but by the way this deeply flawed man debased his office, stoked divisions and brought a democracy to the brink of self-destruction, all for the greater glory of Donald J. Trump.

Table 15. Clause 15

No	Affect		Judgment		Appreciation			Amplification		
	Positive	Negative	Social Sanction	Social esteem	Reaction	Composition	Valuation	Enrichment	Augmenting	Mitigation
63	-	-	-	His policy errors	-	Trump’s legacy will be defined	-	-	Even by his policy errors	-
64	-	Deeply flawed	Deeply flawed man	-	-	-	Greater glory	-	All for	-

**Discussion**

From the findings then we can discuss that there are four items which will be elaborated based on the appraisal appeared in this editorial text. In appraisal systems, there are four major categories: affect judgment, appreciation, and amplification according to (Wiannastiti, 2010).

1. Affect

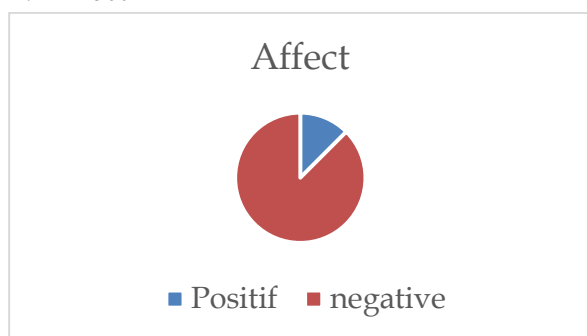


Chart 1. The frequency of positive and negative affect

From the pie chart the writer can say that the tried to give a negative evaluation to Donald Trump. It can be identified that he/she mentions more negative affect in his/her editorial. It means that the writer did not like or even hate him or how The President did his work. These findings further support the idea of (Maarif et al., 2010) that the problem of political identity developed in the 1970s in the United States of America in response to gender, minority, racism, ethnicity, feminism, and many other social groups that were excluded and oppressed. Almost in entire text the writer wrote negative affect that show that

he/she has negative feeling about this president.

2. Judgment

Judgment

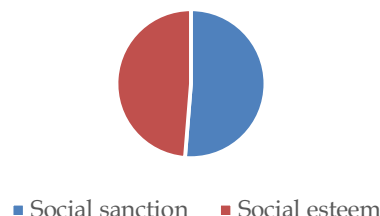


Chart 2. The frequency of social sanction and social esteem in judgement.

This finding is in agreement with (Ekawati, 2015) findings which showed that judgement analysis considers both positive and negative aspects of social esteem and social censure. Both positive and negative, they may be assessed directly or implicitly in this issue. It is a kind of assessing people's character. From the chart above we can draw that the writer uses the almost the same number of social esteem and social sanction. The lexical items that were produced are almost all negative both social sanction and social esteem. It means that the writer is intended to give negative judgment based on the evidences that he/she gave in the editorial text.



3. Appreciation

Appreciation

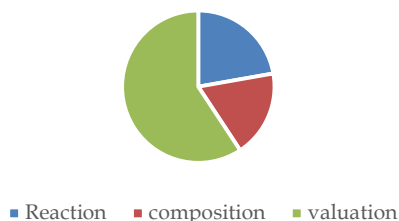


Chart 3. The frequency of reaction, composition, and valuation in appreciation

The idea of the findings conducted by (Hommerberg & Don, 2015) conclude that depending on the register of the texts under examination, appreciation used to assess items and non-human targets by reference to aesthetics and other values may need to be extended or enhanced in terms of delicacy. Based on the finding, we can see from the pie chart that the writer used valuation more than composition and reaction. However, the lexical items that used in valuation are in the negative meaning. It means the writer tried to criticized Trump’s reign through negative valuation, in other word he satirized Trump’s reign.

4. Amplification

Amplification

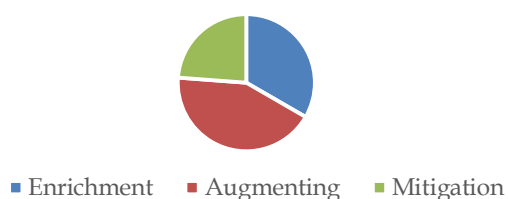


Chart 4. The frequency of enrichment, augmenting, and mitigation in amplification

From the pie chart, for the amplification, the writer mostly used augmenting in the editorial text. It means that the writer tried to emphasize the meaning by augmenting the words. It is encouraging to compare this figure with that found by (Enggins & Diana, 1997) who found that Enrichment is defined as the addition of an attitudinal color to a meaning when an impartial word could be used . The process of amplifying or increasing the attitudinal meaning is referred to as augmenting. And mitigation refers to how speakers downgrade or minimize the impact of their attitudes.

5. Appraisal

Appraisal



Chart 5. The total of affect, judgement, appreciation, and amplification of appraisal

From the pie chart, we can conclude that the most dominant appraisal appeared in the editorial text entitled “Our Disastrous President” is “affect” and the less dominant appraisal is appreciation. Previous research findings into effect have been consistent and

with (Daulay, 2010) that the use of affect in the texts demonstrates how the someone feel about the subject or situation in which they are speaking .The writer in this case want to give some lexical items that give “affect” to the reader. In this case is negative affect. And then, the writer intends to give less attention on appreciation lexical items.

### KESIMPULAN

The researcher draws the following conclusions based on the previous chapter's results and discussion above. The analysis an editorial news under the Appraisal Theory by Martin and White In the Los Angeles Times have revealed noticeable evaluative language factors in terms of attitude. The researcher discovered four forms of appraisal attitude field : affect, judgement, appreciation, and amplification. Negative affect was shown to be the most prevalent appraisal of attitude. Attitude Analysis in a newspapers has shown the writer and speaker's emotions and can be related to the authority implied in the text. There are also negative affect words showing bad emotions. It indicates that the writer dislike The President or the way he went about his business, according to the author. To sum up, the writer has an unfavorable opinion of this president, which is evident throughout the work.

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