

A LANGUAGE APPRAISAL ON KOMPAS.COM NEWSTHROUGH INTERPERSONAL MEANING

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ABSTRACT

This research analyzes three news items on the Kompas.com site related to the installation of Puan Maharani's billboards installed around the Mount Semeru evacuation using the Appraisal Theory. Appraisal theory is related to an interpersonal system in linguistics that focuses on negotiating social relations about one's assessment of something. This study used qualitative documentation as research design. For data collection techniques used reading and searching for news techniques, selecting research data news according to the formulation of the problem and research objectives, then conducting a language analysis of news taken from Kompas.com using appraisal which focus on attitude. Then the data are processed to be able to classify appraisal attitude according to the category. So the writer found as many as eight data including the appraisal attitude of the affect category found there were two data. As for appraisal attitude in the judgment category, six data were found. So from the three news reports, a negative assessment was found from the public because they discussed morality and the normality of Puan's billboards at Mount Semeru refuge. Those many thought that Puan wanted to increase her popularity and electability for the 2024 general election by taking advantage of the disaster situation.

Keywords: Appraisal, Attitude, Puan Maharani Billboards

INTRODUCTION

In this modern era, everyone can get information very quickly, both through print and electronic media. The public usually prefers to access news through several newspaper sites on the internet, for reasons of practicality and up-to-date information. News is the fastest report on the latest ideas or facts that are true, interesting and important for most audiences, through periodic media such as newspapers, radio, television or internet media (Sumadiria, 2005). Media Kompas is also published in a digital form called Kompas.com which is managed by PT. Kompas Cyber Media.

One of the news circulating through Kompas.com, namely the installation of Puan's billboards at the evacuation site for residents affected by the eruption of Mount Semeru in Lumajang, East Java, was considered unethical by the community. Thus, the problem of research is what kind of appraisal attitude which in analyzing on Kompas.com news about the installation of Puan's billboards in the eruption of Mount Semeru. For the objectives of this research is to find out the kind of appraisal attitude which in analyzing on Kompas.com news about the installation of Puan's Billboards in the eruption of Mount Semeru. From the news, there are some people who think that this is abnormal because it takes advantage of the disaster situation to increase electability and the massive number of billboard does not show empathy for the victims of the disaster eruption. So from here we must be able to analyze the contents of a news.

Here the writer analyzes a news using the appraisal theory presented by (J.R Martin, 2007). Appraisal is an interpersonal system in functional linguistics which focuses on negotiating social relations about one's evaluation of something seen from the type of assessment given, the parties who play a role in providing the assessment, and how strong and smooth the assessment is given (Martin and Rose, 2007). In this study, the writer focuses on three news from the same source, namely from Kompas.com, and analyzes the appraisal attitude that appears in the public's response to a news item posted on Kompas.com about the installation of Puan's billboards during the eruption of Mount Semeru which considered abnormal by society. Here, many people think that the installation of the billboards is inappropriate because it does not affect the community, as well as people with opposition positions who think that the installation of the billboards is only used as an object for Puan Maharani to gain votes and increasing electability for the upcoming 2024 Election.

Thus, apart from to analyzing the appraisal attitude, Thus, apart from to analyzing the appraisal attitude, it also examines the function of language, because in an assessment, the language in the news discourse has its own meaning, which makes it interesting to analyze. Another interesting thing is that research on the

appraisal for reporting has never been done before, and because now we are entering the 2024 political era, it is hoped that the public can understand the

Contents of news, especially political news. From the background of the problems that have been described, the writer is motivated to do in researching with the research title "A Language Appraisal on Kompas.com News about the Installation of Billboards in the Eruption of Mount Semeru".

LITERATUR REVIEW

Appraisal is something related to how the writer or speaker agrees or disagrees, enthusiastic or not, flatters or criticizes, to how the writer positions the reader or listener (J.R Martin, 2007). Thus, appraisal can be connected with interpersonal meaning which focuses on social relations. A functional linguistics interpersonal system that focuses on negotiating social interactions regarding one's evaluation of something based on the sort of assessment offered, the parties involved in giving the assessment, and how strong and smooth the assessment is given (Eggins, 2004). This Appraisal theory was put forward by (J.R Martin, 2007) as an evaluative language, meaning that every person who talks genuinely expresses an evaluation of what is being said vocally or in writing.

Analysis is not about the series of words or text proportions but something that produces assessment else, in its study considering the context of events and references so that the analysis must be intact (Widyaiswara & Affandy, 2022). News analysis includes non-fiction narrative analysis, while fiction narrative analysis includes novels, poetry, folklore, fairy tales, films, comics, music, and etc. the various types of appraisal theory by (J.R Martin, 2007) Graduation, engagement, and attitude.

Attitude is the assessment of an object, feelings and character of a person (J.R Martin, 2007). Attitude can be referred to as the meaning in which the speaker associates intersubjective values or judgment with a person and process by showing emotional responses. Additionally, attitude has to do with how one views things, someone character, and someone emotions. The various attitudes that Appraisal affect relates to a person's responses and feelings which are usually manifested through a mental reaction process (J.R Martin & White, 2005). Affect can be both positive and negative, and it can appear in the text either directly or indirectly. Judgment refers to the process of evaluating the positive and negative aspects of human behavior or character by making reference to a group of institutionalized norms, the term. Judgment have the option to categorize action as moral or immoral, legal or unlawful, socially acceptable or unsuitable, admirable or abhorrent, normal or abnormal, etc (J.R Martin, 2007). Appreciation is classified into three types: reaction, composition, and evaluation. A system that allows for the evaluation of items and processes is called appreciation. This comprises both aesthetic values and the social judgment category, which includes meanings like significant and damaging in addition to the non-aesthetic category of "social judgment" (J.R Martin & White, 2005). Three categories of appreciation exist: reaction, composition, and evaluation.

The source of the assessment is relevant to this engagement. Hope & Read shows that the engagement consists of monogloss and heterogloss (J.R Martin, 2007). The sources of judgment used in the text can be seen from involvement with monogloss, namely judgment originating from the writer himself and heterogloss, namely judgment originating from other people through the writer. Graduation (Scaling Semantics) under graduation, we are interested in the values that serve as a basis for judgment or scale, either in terms of the power the speaker accords their words on a personal level or in terms of how precisely or sharply focused an item is when demonstrating a value relationship. Force and concentration (sharpening or blurring of category boundaries) are the names of these two dimensions (J.R Martin & White, 2005).

Previous research studies related to the analysis of appraisal theory. The first, research conducted by (Septiana & Yulianti, 2021) which discusses the Analysis of Appraisal System in News Text "*Gaduh Sistem Zonasi*" (A Study of Systemic Functional Linguistics). This research used the appraisal attitude theory and the research data is taken from news published by the Sindo newspaper. In addition, using a qualitative descriptive method, the data analyzed is in the form of clauses related to the appraisal system. The results of the analysis a negative opinion about the text's usage of appreciation. It suggests that news reporters see the zoning system negatively. In the second research conducted by (Sodiq et al., 2021), the writer used Appraisal theory in Systemic Functional Linguistic Perspective (SFL), which incorporates the culture of its parent language, to explain the character disclosure in Pramoedya Ananta Toer's *Bumi Manusia*, which was translated into English as *This Earth of Mankind*. The analysis's findings reveal that there are differences between how the novel's main character is portrayed in the Indonesian source language and how the character is portrayed in the English target language, as shown by the altered use of expression (words or phrases) in the target language. The third is a research journal (Burhanudin, 2020) which discusses about "*Analisis attitude terhadap penunjukan Basuki Tjahaja Purnama sebagai komisaris utama Pertamina dalam kolom komentar Instagram harian Kompas*". This research focuses on the study of attitude that appears in the comments column on Kompas daily Instagram. The method used in this research is qualitative method. Martin's idea, which is backed by Rose and White, is the theory used in this investigation. The documentation process is emphasized in this study's data collection methods. According to the study of this research, the public's reaction to Basuki Tjahaja Purnama's presence in government is fairly balanced. This is evident from the same amount of positive and negative emissions but differing patterns of attitudes that appear in the comments column

METHOD

This study used a documentation qualitative research design. The source of data was taken from Kompas.com entitled 1) *Baliho Puan bertebaran di lokasi bencana Semeru, bagaimana Etikanya?*, 2) *Tak berizin, baliho Puan Maharani di lokasi bencana Gunung Semeru dicopot satpol PP*, 3) *Baliho Puan Maharani di lokasi bencana semeru dinilai tidak etis, PDI-P: Kami tidak mengerti*. In this study, the writer analyze sentences on the news using the appraisal theory by J.R Martin. There are several steps to data collecting techniques, among others searching for news on Kompas.com, Choosing news that is accordance with the problems and research objectives and conducting a language analysis of news taken from Kompas.com using the appraisal attitude type theory which focuses on attitude. The steps to dataanalysis technique are as follows reading all news, determinig techiques the analysis used appraisal theory by J.R Martin, Explaining appraisal theory, analyzing of appraisal attitude of Kompas.com news and the last drawing conclusion based on the data.

FINDING

Through the three news data sources, there were eight data related to the kind of appraisal attitude from this research. For the affect category appraisal attitude found, there are a number of two data in which the two continuously discuss Puan Maharani's billboards, which invite a negative response from the public because of the massive number of billboards so that the public thinks that she is taking advantage of the situation and does not have a sense of sympathy, empathy and concern for disaster victims. For the appraisal attitude in the judgment category, it was found that there were six data in which the six pieces of news continuously discussed morality and normality. The rise of Puan's billboards at the Mount Semeru refuge, which contained billboards of personal photos of Puan Maharani with the background of the victims of the Mount Semeru eruption disaster that many think that Puan wants to increase her popularity andelectability for the 2024 election period by taking advantage of the disaster situation on Mount Semeru.

DISCUSSION

In this discussion, the writer describes the reasons for the findings as an answer to the research problem. Based on data analysis, the writer used the appraisal attitude by J.R Martin in analyzing the three news

1. *Baliho Puan Bertebaran Di Lokasi Bencana Semeru, Bagaimana Etikanya?*

Here the writer found a number of four kind of appraisal attitude, the first in the appraisal attitude category of affect as many as one. The second is the

appraisal attitude category of judgment as many as three to prove this and the data:

Dalam video itu, dua orang yang mengendarai sepeda motor melintas di jalan raya yang kanan dan kirinya banyak terpasang poster Puan Maharani. "Banyak banyak banyak... Kepak sayap kebhinekaan, ramai kayak pasar malam," ujar laki-laki yang menjadi pembonceng di sepeda motor itu.

The first data above shows that the sentence includes an appraisal attitude in the affected category because there was someone who expressed his displeasure with the large number of billboards installed on the right and left of the road in the location affected by the Mount Semeru disaster, this is shown in the sentence "*Banyak banyak-banyak... Kepak sayap kebhinekaan, ramai kayak pasar malam,*" so that the words in the video can influence people's thinking and invite negative responses from residents towards the news.

Banyak komentar negatif dari para pengguna Instagram. "Orang lain saat bencana: banyak banyak berdoa. Puan: kampanye," tulis @fredi_kurniaawan. "Hati Nuraninya sudah mati, otaknya berapa inchi sih?" tulis akun lain, @liing.18.

The second data above shows that the sentence includes an appraisal attitude in the judgment category where there are Instagram users who give negative emotional responses when they see the upload. This can be seen in the sentence "*Orang lain saat bencana: banyak berdoa. Puan: kampanye,*" in this sentence, it can be seen that Instagram users expressed their displeasure with the billboards that were posted because according to him where there is a disaster we should pray more, while now he finds the phenomenon that there are political parties that take advantage of the Mount Semeru eruption disaster as a way to campaign thus affectively considered inappropriate.

In addition, there are also Instagram accounts that provide negative emotional comments in the upload. This is evidenced in the sentence "*Hati Nuraninya sudah mati, otaknya berapa inchi sih?*" wrote another account. This sentence shows that it is considered something abnormal when someone is hit by an accident; in fact, they make the incident a campaign material by placing a massive number of billboards so that some people judge that the person who put up the billboards does not have a sense of sympathy, empathy and concern for disaster victims.

Pemasangan baliho politik semacam ini, dalam kuantitas yang cukup banyak, jika dilakukan di lokasi bencana, Ubed menilai justru dapat menunjukkan arti yang lain.

"Pemasangan baliho elit politik secara masif di tengah bencana juga menunjukkan hasrat berkuasa yang sangat tinggi dari elit politik tersebut," kata dia.

The third data shows that the sentence includes an appraisal attitude in the judgment category where there is someone who reveals that Puan Maharani did not actually violate any rules, it's just that she did something that created an ethical boundary because she put up a large billboard in the disaster area. At the same time, billboards in the period leading up to the general election itself become an instrument to display to the public the character of a person so that the popularity and electability of the figure increases. So that it is abnormal and contrary to public ethics to put up billboards around a disaster especially before a general election. Not only that, this incident also created a negative impression on the public who saw the billboards that this figure had a high desire to be in power to win the 2024 general election. In addition, there were also those who considered that the massive billboards were installed because Puan Maharani felt unpopular and challenged so she did installation of billboards with a large number.

Sekretaris Jenderal PDI-P Hasto Kristiyanto menilai wajar terkait kritik an dengan kemunculan baliho bergambar Ketua DPR RI Puan Maharani di sekitar lokasi bencana erupsi Gunung Semeru di Lumajang, Jawa Timur.

The fourth data above shows that the sentence is included in the appraisal attitude category of judgment, where the incident is still normal, because criticism from the past is a natural and common thing in democratization, that everyone has the right to issue criticism, suggestions and opinions. There was someone who said that those who should be criticized were those who did not go to the field, the PDI Perjuangan went to the field, in cooperation with all the DPC in the field, that should be raised. From this we can conclude that the PDI Perjuangan, PDI cadres and all PDI DPCs have participated in descending to the eruption disaster site. They also clarified in the news that they had visited the disaster site and participated in helping victims of the Mount Semeru eruption disaster that occurred in Lumajang, East Java.

2. Tak Berizin, Baliho Puan Maharani di Lokasi Bencana Gunung Semeru Dicapot Satpol PP

Here, the writer found a number of two kinds of appraisal attitude, the first being the appraisal attitude category of judgment and the second the appraisal attitude

category of affect to prove this and the data:

“Iya benar sudah kami tertibkan semua, jumlahnya berapa tidak hafal,” kata kepala Satpol PP Lumajang Matali Bilogo kepada Kompas.com via telepon, Kamis. Matali membantah pencopotan baliho Puan itu karena mendapat.

sorotan dari masyarakat. Menurutnya, pencopotan baliho itu lantaran tak memiliki izin.

The first data above shows that the sentence includes an appraisal attitude in the judgment category where the local government has regulated that banners, billboards or anything that does not have a permit must be reminded and removed according to the rules. So it's not that the billboards belonging to Puan Maharani that were installed around the Mount Semeru eruption evacuation site are in the spotlight of the community because of their massiveness, but these billboards don't yet have a permit, and so this is considered to have violated ethical boundaries so the officers automatically move to discipline and remove the billboards.

Sebelumnya diberitakan, baliho Puan Maharani yang bertebaran itu bertuliskan 'Tangismu, tangisku, ceriamu, ceriaku. Saatnya bangkit menatap masa depan'. Tampakfoto Puan dengan latar belakang gambar para pengungsi letusan Gunung Semeru.

The second data above shows that the sentence includes an appraisal attitude in the affect category because the billboard contains the sentence *'Tangismu, tangisku, ceriamu, ceriaku. Saatnya bangkit menatap masa depan'*. This sentence elicited negative responses from news readers that this was unethical, especially since the billboard itself contained a photo of Puan Maharani against the background of a picture of refugees from the eruption of Mount Semeru, while the billboard had only appeared three days before Puan Maharani visited the disaster site to provide assistance. So that residents perceive this as something that is not natural, they think that the disaster on Mount Semeru Lumajang, East Java is used to increase electability during the 2024 general election.

3. *Baliho Puan Maharani Di Lokasi Bencana Erupsi Semeru Dinilai Tidak Etis, Pdi-P: Kami Tidak Mengerti*

In the news entitled *“Baliho Puan Maharani di Lokasi Bencana Erupsi*, Here the writer found that there are a number of two kinds of appraisal attitude judgment to prove this and the data:

Qomaruddin mengatakan, seharusnya baliho itu tidak menonjolkan Puan Maharani secara personal. Melainkan menunjukkan bentuk kepedulian pada korban bencana awan panas Gunung Semeru. "Misal kayak baliho milik NU dan lembaga zakat, hanya pasang bendera yang menunjukkan jalan atau arah ke posko pengungsian," katanya.

The first data above shows that the sentence includes an appraisal attitude in the judgment category because the massive billboards of the Chairperson of the DPR RI Puan Maharani along the road to the disaster site became the spotlight for people who saw the billboards, thus inviting a negative response from those who saw them so that they were assessed. Not only that, the data is included in the category of judgment because the contents of the billboard that was installed at the Mount Semeru disaster evacuation site personally displayed a photo of Puan Maharani, unlike the billboards belonging to NU and the Zakat Institute, which only had flags pointing towards the disaster evacuation post. So it is considered that Puan Maharani did not show any form of sympathy, empathy and concern for the victims of the eruption of Mount Semeru Lumajang, East Java, so the public assumed that Puan Maharani used this to increase her popularity and electability in the upcoming general elections.

Formappi: Kalau untuk Pencitraan, jelas tak akan kesampaian sementara itu baliho Puan yang tengah menjadi sorotan bertuliskan "Tangismu, tangisku, ceriamu, ceriaku. Saatnya bangkit menatap masa depan."

The second data above shows that the sentence is included in the appraisal attitude category of judgment because according to some residents it is unethical if on a billboard displaying "Your tears, my tears, your cheers, my cheers. It's time to stand up and look to the future." A personal photo of Puan Maharani was posted against the background of a photo of the victims of the Mount Semeru eruption disaster with a large number of billboards. If the disaster was only used by politicians with the aim of campaigning, then it is clear that such imagery will not be achieved or not will win the upcoming 2024 general election.

CONCLUSION

By the appraisal attitude on the Kompas.com news about the installation of Puan's billboards at the Mount Semeru Lumajang, East Java which considered abnormal by society. Here, many people think that the installation of the billboards is only used as an object for Puan Maharani in gaining votes and increasing

electability for the upcoming 2024 Election, namely entitled 1) *Baliho Puan bertebaran di lokasi bencana Semeru, bagaimana Etikanya?*, 2) *Tak berizin, baliho Puan Maharani di lokasi bencana Gunung Semeru dicopot satpol PP*, 3) *Baliho Puan Maharani di lokasi bencana semeru dinilai tidak etis, PDI-P: Kami tidak mengerti*. This study analyzes using appraisal theory by J.R Martin and is limited to analyzing only attitude type appraisals and without direct observation or interviews with the parties involved. The writer found that from the three news data sources, there were eight data related to the kind of appraisal attitude from this research. For the affect category appraisal attitude found, there are a number of two. For the appraisal attitude in the judgment category, it was found that there were six data.

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