THE PERSPECTIVE OF BBC NEWS AUTHOR REGARDING PRABOWO'S ATTITUDE: LANGUAGE APPRAISAL ANALYSIS

THESIS

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ENGLISH STUDIES
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
BUDDHI DHARMA UNIVERSITY
TANGERANG
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Presented as a partial fulfillment of the requirement for the Bachelor Degree

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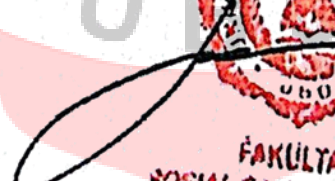
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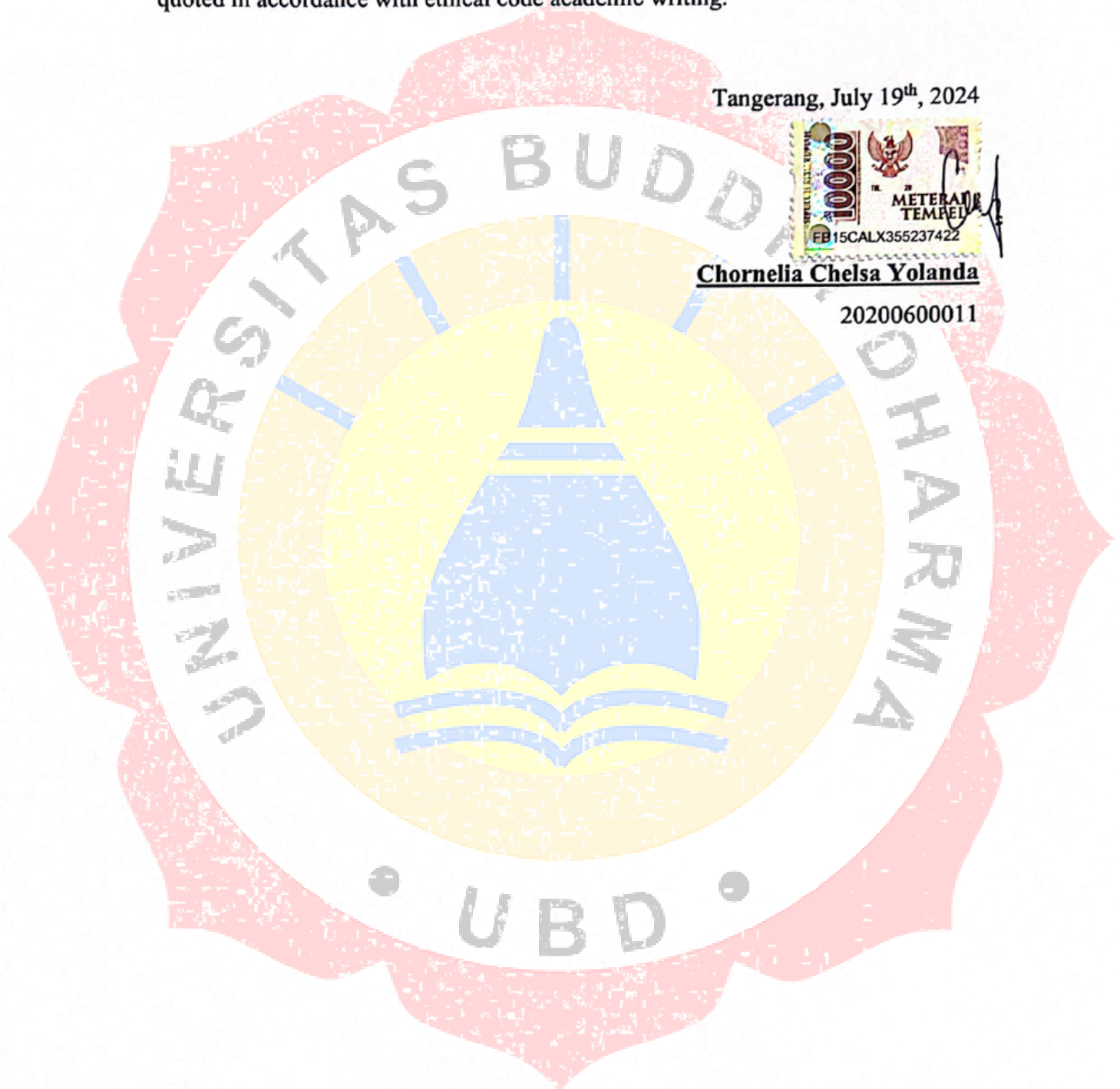# STATEMENT OF THE AUTHENTICITY

I honestly declare this thesis is my own writing. This is true and correct that I do not take any scholarly ideas or work from other dishonestly. All the cited works are quoted in accordance with ethical code academic writing.

Tangerang, July 19th, 2024

Chornelia Chelsa Yolanda

20200600011

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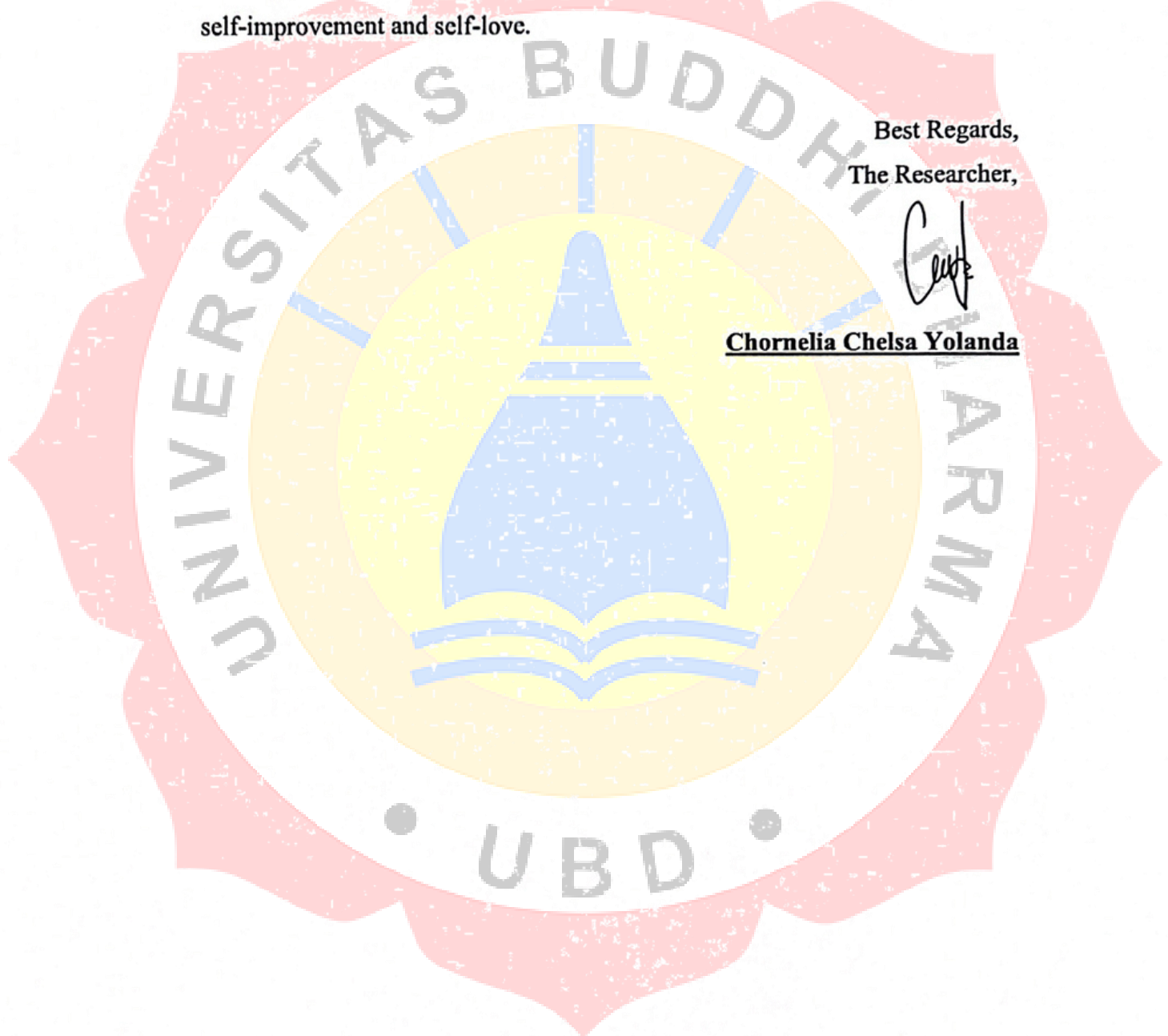
ABSTRACT

This research investigates how international media portray Prabowo's image, due to his personal branding during the election process, which has garnered public attention. Prabowo, a former military general with a controversial past, has been dubbed 'cuddly grandpa' by the youth. This study aims to analyze the attitude of BBC News authors towards Prabowo using Martin & White (2005) language appraisal analysis, specifically focusing on the attitude subsystems of affect, judgment, and appreciation. A qualitative descriptive approach was employed, the researcher gathering the data from BBC News articles discussing the Indonesian election from February to March 2024. Nine relevant articles were identified on this platform. The researchers transcribed the data into word form and utilized the AntConc corpus software to identify sentences that contains the word 'Prabowo,' then the researchers categorized each sentence into attitude subsystem affect, judgment, and appreciation. The findings reveal that "*judgment*," with a total of 69 instances, was the most prevalent attitude. This was followed by "*appreciation*" with 32 instances and "*affect*" with 19 instances. Negative polarity was the most commonly used, appearing 67 times, while positive polarity was used 58 times. The distribution of polarity within each attitude subsystem is as follows: "*affect*" featured 5 positive and 14 negative polarity; "*judgment*" had 22 positive and 47 negative polarity; and "*appreciation*" showed 30 positive and 2 negative polarity. The authors effectively influenced readers by critically portraying Prabowo in their coverage. Despite this critical portrayal, they still acknowledged Prabowo's positive behavior and achievements through expressions of appreciation. Based on these results, the researchers concluded that BBC News articles were not biased in favor of Prabowo.

Keyword: *Appraisal Theory; Attitude Resources; Election; Prabowo; BBC News.*

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CHAPTER I
INTRODUCTION

1.1 Background of the Study

It is impossible to halt the mass media's development. Print media, or simply newspaper in general, was the previous term for mass media. The history of print media in Indonesia started during the Dutch colonization of the Indonesian archipelago in the seventeenth century. Initially, print media appeared in the form of Dutch-language newspapers such as "Bataviasche Nouvelles," which was published in 1744. However, Malay-language print media also began to emerge in the 19th century with the appearance of the first Malay-language newspaper, "Medan Prijaji," in 1856.

The purpose of print media is to provide news and information about social events to readers and the general public. During Indonesia's struggle for independence, print media served as a crucial tool for spreading nationalist ideals and resisting colonial rule. After independence, print media continued to evolve and became an integral part of Indonesian society. With the advancement of technology and changes in socio-political landscapes, print media underwent various transformations, including the adoption of modern printing technologies and the shift from traditional print media to online media.

Online media, particularly online news platforms, has revolutionized the way people consume news and information in the digital age, offering a wide range of news articles that cover diverse topics from around the world. Online news articles provide real-time updates on current events, politics, technology, entertainment, and more, allowing users to stay informed at their convenience. With the accessibility and interactivity of online media, users can access news articles anytime and everywhere. According to a survey (Abbasi, 2020) over 50% of individuals obtain news and information through online media.

News is typically characterized by its impartiality and transparent presentation of facts to the public (Jakaza, 2016). Reporters collect information directly from credible sources and convey it objectively, aiming to provide the true essence of events or concepts to the audience. Because of this dedication to truth

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and integrity, the public has access to trustworthy information that helps them comprehend their surroundings and make educated decisions. They strive to maintain independence from external influences like politics and commercial interests to preserve the integrity of the news reporting process. Through rigorous fact-checking and verification procedures, news organizations uphold their responsibility to serve the public interest in today's complex global landscape.

Considering these values, selecting BBC News as a primary provider of news articles stands out significantly. Established in 1922 and headquartered in London, the British Broadcasting Corporation (BBC) holds the distinction of being the world's oldest national broadcaster. BBC News Online's immense popularity, attracting over a billion annual visitors and securing a spot among the top 10 best news sites globally in 2024 according to topten, underscores its influence in the digital landscape. Recent studies conducted by Oxford University's Reuters Institute reveal that the BBC overwhelmingly serves as the primary news source for individuals in the UK, both online and offline, and is highly regarded and trusted by the public.

BBC News, known for its impartiality and trustworthiness, holds a significant role in shaping public discourse globally. With its extensive coverage and global reach, BBC News serves as an invaluable resource for understanding current events and global perspectives. Against this backdrop, the recent completion of Indonesia's election and Prabowo's ascension to power emerges as a timely and pertinent topic for examination. The election outcome has sparked considerable interest and debate, both domestically and internationally, with Prabowo's victory prompting intense scrutiny and analysis. As a pivotal figure in Indonesian politics, Prabowo's election win and its aftermath offer a compelling case study within the realm of media discourse and public opinion.

Furthermore, the transformation of Prabowo Subianto's public image during the 2024 presidential election has captured significant attention both domestically and internationally. (Guardian, 2024), a prominent British media outlet, highlighted this shift in an article titled "From Millitary Leader to 'harmless grandpa': the rebranding of Indonesia's Prabowo". The piece delineates Prabowo's evolution from a former military general dismissed amidst allegations of involvement in

kidnapping and torture cases to his current image, which stands in stark contrast. His campaign antics, characterized by humorous gestures such as hip wiggles and enthusiastic hand waves, have sparked a flurry of discussions on social media, earning him the nickname "gemoy" among users. Despite his controversial past, Prabowo has garnered substantial support from the Indonesian populace, particularly among the youth, owing to his unexpected and jovial demeanor.

This transformation in Prabowo's public persona underscores the intricate interplay between image and political appeal in modern democracies. However, it also draws attention to the role of media in shaping public perceptions, highlighting the argument that media outlets are never truly neutral players in democratic processes. (Noam Chomsky & Edward.S.Herman, 1988) argued, media neutrality is unattainable, as they operate through various filters. These filters include media ownership, where ownership aligns with specific interests; advertising revenue, which sustains media organizations and serves the agendas of advertisers; media elites, who control editorial narratives and news sources; and finally, the influence of flack and enforcers, which entail threats and constraints imposed on journalists involved in news production.

Given that media outlets are inherently biased and play a significant role in shaping public perceptions, it's essential to explore how language is utilized by reporters to influence readers' attitudes towards political figures like Prabowo. Reporters must employ language that resonates with readers and prevents them from passively accepting information without critical thought. This approach ensures that readers are engaged and that the intended purpose of the text is communicated effectively. Furthermore, by employing language that reflects evaluative judgments and nuanced perspectives, reporters can provide readers with a more comprehensive understanding of political events and figures. Thus, employing an evaluative language through appraisal analysis is considered an effective method for conveying news to readers.

The focus of evaluation, according to (Martin & White, 2005) is on the linguistic expressions that convey emotions and points of view, the ways writers reconcile their personal opinions with those of others, and the ways writers use their writing to convey different levels of confidence and beliefs in their words.

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According to Martin & White (2005), evaluation occurs in three primary contexts: attitude, engagement, and graduation. Our emotions, behaviors, emotional responses, judgments, and assessments of various things all influence our attitudes. In order to be engaged, one must voice one's thoughts and opinions in conversation. Graduation, however, focuses on identifying trends or occurrences that classify and distinguish emotions.

Attitudes as explain above focusing on emotional response and can be classified into affect, judgment, and appreciation. These three groups encapsulate the writers' feelings toward the topics they discuss. Affect, or identifying good and bad feelings, such as joy or sadness, uncertainty or fear, interest or difficulty. All of these emotional feelings are classified into dis/inclination (someone's willing), un/happiness (feeling of like or dislike and pleased of sorrowful), in/security (feeling of being peaceful or worried), and dis/satisfaction (feeling of pleasure or interest).

Within the sub-system of judgment, people's behaviors are evaluated in the forms of admiration or criticism and honours or suspensions. There are various criteria by which they might be evaluated, such as normalcy (how ordinary someone is), aptitude (how capable someone is), perseverance (how tenacious someone is), honesty (how truthful someone is), and decency (how moral someone is). However, participation involves evaluating everything, including man-made objects, natural events, and accomplishments. The author responds with appreciation for the features and functionality of something. Evaluation (value of appearance) and composition (balance and complexity of appearance).

In light of this, delving into the discourse surrounding Prabowo's election through the lens of corpus linguistics emerges as an effective method for analysis. The study of language usage by large collections of texts, or corpora, is known as corpus linguistics in the area of linguistics. Corpus linguistics utilizes large collections of both spoken and written natural texts, which are stored and analyzed using computers. Furthermore, it makes use of applications like AntConc, an open-source corpus analysis library well-known for its correlation and linguistic analysis features, empowers researchers to unearth profound insights into the linguistic intricacies surrounding Prabowo's electoral narrative.

Previous study on attitude have been conducted by many researchers. (Solihah, 2020) highlighted the attitudinal perspective on male and female students' arguments toward the issue given within the appraisal analysis by Martin & White (2005). The focus lies on examining Attitude as one of the subsystems within Appraisal, aiming to uncover similarities and variances in the distribution of Attitude. Appreciation emerged as the primary resource for expressing their viewpoints on matters or phenomena related to the given issue. The distribution of attitudes among female students outnumbered that of male students, suggesting that female students were more effective than their male counterparts in articulating their perspectives on the issue at hand.

In contrast, this research focuses on analyzing attitude perspective using Martin and White's (2005) appraisal theory, specifically examining a news article writer's attitude perspective towards Prabowo. The reason for choosing this topic is twofold: firstly, while there are numerous studies on attitude, there's a gap in research that explores presidential elections as its focus. Additionally, the topic of presidential elections is currently hotly debated in Indonesia and selecting Prabowo as the subject of the study is to observe how external media portrays him after his victory in the 2024 election. Prabowo, a former military general, earned the nickname 'Gemoy' due to his amusing antics, which seemed to bring him luck. This research will utilize linguistic corpora and a software called AntConc to collect articles from BBC News related to Prabowo during his campaign, debates, election day, and when his victory was announced by the judges.

1.2   Statement of the Problem

The advancement in mass media has significantly broadened access to information and entertainment, reshaping the dynamics of communication, news consumption, and content engagement. However, in the realm of online news articles, understanding the impact of affect, judgment, and appreciation on readers' interpretation of the writer's perspective is crucial. This appraisal analysis seeks to explore how these factors shape readers' perceptions and the implications they carry for assessing the credibility and objectivity of online news sources.

1.3 Research Question

Based on the statement of problem, the research question is as follows:

1) What is the predominant type of attitude and polarity found in the discourse of Prabowo's election in BBC News using corpus linguistics?

2) How the distribution of attitude found in Prabowo's election discourse in BBC News through corpus linguistics?

1.4 Goal and Function

A specific goal and a specific function are proposed to the researcher in this study:

1.4.1 Goal

The goal of this research is to analyze attitudinal meaning in online news articles through language appraisal analysis. Specifically, it aims to determine the prevalence of affect, judgment, and appreciation and its polarity in the discourse of Prabowo's election in BBC News using corpus linguistics. Secondly, this research is to investigates the distribution of attitude found in Prabowo's election discurse in BBC News through corpus.

1.4.2 Function

1. Practice

This research serves as an invaluable resource for gaining insight into the nuances of language appraisal analysis, specifically within the context of online news articles. By exploring the prevalence of affect, judgment, and appreciation in online news discourse, the study provides readers with a deeper understanding of how attitudes are expressed and perceived in digital media. Through the identification of various language appraisal strategies, readers are equipped with the tools to recognize and analyze the ways in which language is used to convey attitudes and opinions in online news reporting.

2. Theorities

The researcher envisions this study to be a foundational reference for future scholars interested in delving into the intricacies of language appraisal analysis, particularly within the field of online journalism and media studies. By elucidating the mechanisms through which attitudes are conveyed in online news articles, the

research contributes to the advancement of knowledge in communication studies and linguistic analysis. It is hoped that this research will inspire further inquiry and scholarly exploration into the role of language appraisal in shaping public discourse and media narratives in the digital age.

1.5   Scope and Limitation of Discussion

This study's scope includes analyzing language appraisal in online news article with an emphasis on how affect, judgment, and appreciation are conveyed. Drawing upon the theoretical framework of Martin and White's Appraisal Theory, the research seeks to identify and categorize the types of feelings or attitudes conveyed within the selected articles. Specifically, the study aims to examine how affective, judgmental, and appreciative language is utilized in the context of online news reporting, with a particular emphasis on understanding the rhetorical strategies employed by writers to shape reader perceptions. However, this study is limited to four distinct phases: the campaign period, the debate phase, the election day, and the judicial verdict officially declaring Prabowo as president-elect. Consequently, the analysis is confined to online news articles sourced solely from BBC News that pertain to these four phases. Articles outside of these specified phases are not included in the analysis.

1.6   Conceptual Framework
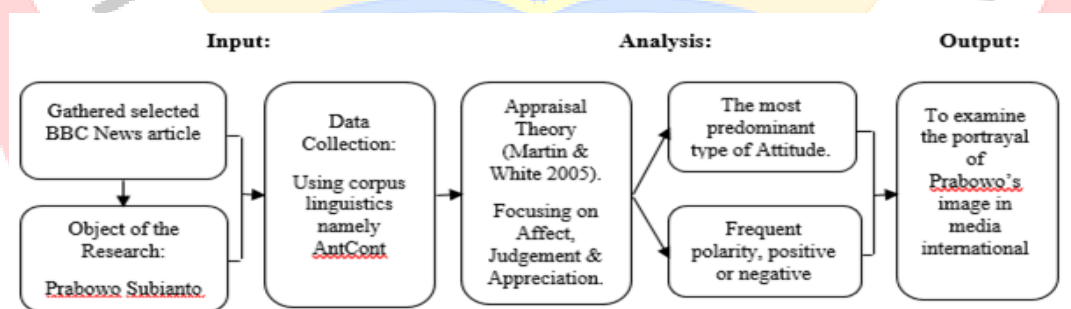
Figure 1.1 Conceptual Framework

The structure itself illustrates the researcher's approach, which involves selecting online news articles from BBC News focusing on the election of Prabowo in Indonesia. Subsequently, the chosen articles are collected from the BBC News website. Following data collection, the researcher identifies instances of language appraisal within the compiled dataset and upload it to the software namely Antcont.

The identified data is then subjected to analysis using the conceptual structure of Appraisal Theory by Martin and White to explore language appraisal patterns. Following the identification of the attitudes (affect, judgment, appreciation) using Martin and White's theory, the subsequent step entails determining the predominant attitude type and assessing whether positive or negative polarity is more frequently utilized. Upon examining all aspects, insights into how Prabowo's image is perceived in international media can be discerned from both the writers perspectives and readers interpretation.
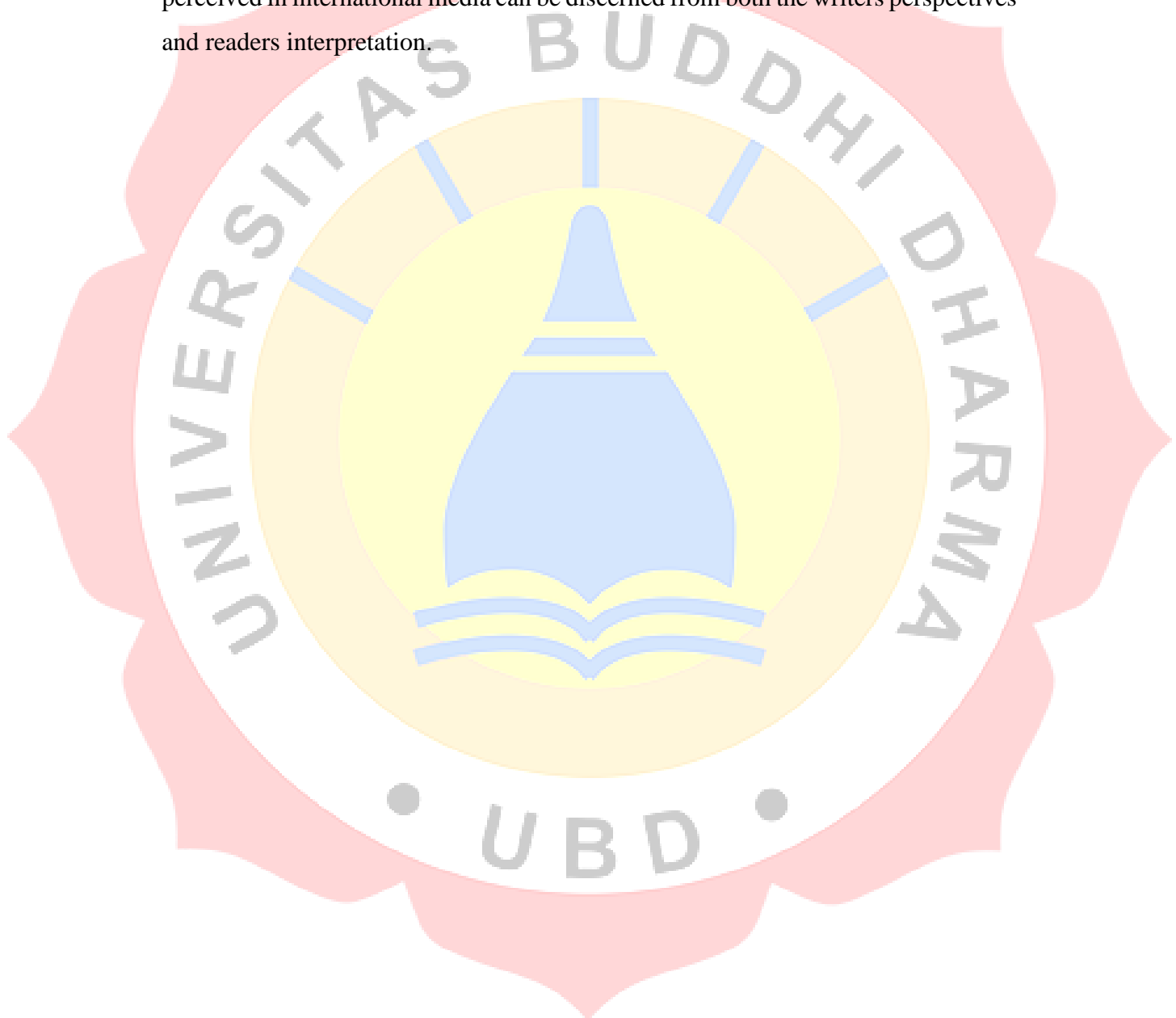
CHAPTER II
THEORETICAL BACKGROUND

The associated theories that will support this analysis are discussed in this chapter. Theories will be used to support Prabowo's image as described by the author's point of view in a news article. The views discussed here are pertinent to this research.

2.1   Review of Previous Studies

The researcher has identified five prior research works, among them one conducted by (Prastikawati, 2021). In her research, she analyzes the meaning system (attitudes) within an article discussing a natural phenomenon in the Philippines, specifically Typhoon Goni. The data was gathered from an article published on the British Broadcasting Corporation (BBC) website on November 2nd, 2020, and then examined through the lens of Martin and White's (2005) appraisal notion. The research discovered that the dominant attitude subsystem employed in the BBC News article to express emotions related to individuals and events was affect unhappiness (78.125%), followed by judgment (12.5%) and appreciation (9.375%). The distinction between previous and current research lies in the subject matter. Previous research focused on news articles concerning a humanitarian issue, particularly the Typhoon Goni natural disaster in the Philippines, while the current study delves into politics, with Prabowo as the focal point. Additionally, a disparity exists in the data collection method: the previous study did not employ corpus linguistics, whereas the current research utilizes the AntConc tool for data gathering.

Second similar study was carried out by (Shang Jing & Lihuan, 2021) examined the attitudinal analysis of news discourse using appraisal theory. This research focused on analyzing China Daily's reports on COVID-19 sourced from the official overseas website. The author searches for "COVID-19" with a date range of February 1, 2020 to July 31, 2020, and chooses 10 news articles from 7718 to analyze using Martin & White (2005) appraisal theory. The research reveals that affect resources make up the majority of the 306 attitude resources in the corpus, followed by judgment and appreciation resources. Positive discourse dominates the

three types of attitude resources, reflecting China's positive emotional and positivism. Similar to this study, the current research also employs corpus linguistics for data collection, relying on keyword searches facilitated by software. However, there are differences in methodology and focus. While both studies utilize qualitative methodologies, the former combined quantitative and qualitative methods. Furthermore, the choice of news platforms and subjects varies between the two studies. The previous research centered on China Daily's coverage of COVID-19, whereas the current study examines articles from the BBC News online platform, with Prabowo as the subject of analysis.

Third interesting study was conducted by (Mirzaaghabeyk, 2022), focusing on the realization of attitude systems in President Trump's speeches. The researchers looked at the subsystems of attitude, affect, judgment, and appreciation in his address in Afghanistan on November 28, 2019, based on Martin and White's (2005) approach of appraisal. The data, derived from the official website of Factba.se, comprised a lengthy speech containing 472 sentences, including 17 direct quotations. Through an analysis of clause grammar relevant to these dimensions of meaning, the study identified "judgment" as the most frequently occurring subsystem in the speech, followed by "affect" and "appreciation". Furthermore, the analysis results highlighted the ideological orientations influencing the speaker. Similar to Mirzaaghabeyk's study, the current research also employs corpus analysis to examine attitude subsystems—specifically affect, judgment, and appreciation. Despite both studies focusing on the president as the subject, they differ in their approach: the former analyzes President Trump's speech, while the latter examines Prabowo's attitude as portrayed by news article writers.

Fourth study is conducted by (Yuliyanti, 2023), presents an intriguing examination of attitudinal perspectives using appraisal theory, focusing on public perceptions regarding a case of religious blasphemy involving a YouTuber named Muhammad Kece on Twitter. This qualitative study employs Martin & White's (2005) framework, concentrating on attitude subsystems: affect, judgment, and appreciation. Data were collected from tweet texts spanning from September 26, 2021, to October 2, 2021, and the analysis utilized the Emprit Drone Artificial Intelligence tool. Results indicate that judgment emerged as the predominant

category, comprising approximately 54% of the total, with affect and appreciation accounting for 19% and 27%, respectively. Negative evaluations predominated across all three categories, reflecting Twitter users' overall perception of M. Kece's actions, particularly material posted on his YouTube channel, which has prompted legal action as a blasphemy case. Notably, a significant gap exists between this and previous studies: the former focused on Twitter data, while the latter examines online news articles. Furthermore, the chosen subjects differ, with the previous study addressing religious matters and the current study delving into political issues.

Fifth study carried out by (Zhou, 2023), conducted a study that primarily examined how President Trump's inaugural address allocated attitude elements among the three distinct subsystems of affect, judgment, and appreciation. Martin & White's appraisal theory served as the study's foundation (2005). This study employed a combination of quantitative and qualitative methodologies. The data was taken from President Donald Trump's January 20, 2017, launch statement at the White House. The analysis revealed that judgment resources constituted the biggest percentage, followed by appreciation resources, with affect resources being the least prominent. The judgment subsystem assessed matters and individuals from moral and legal perspectives. Given President Trump's stature and the significance of the occasion, he predominantly utilized resources for moral discernment to solve contemporary American concerns and emotionally rallied the people towards the reconstruction of America. There are several distinctions between this research and the current research. The previous research focused on oral communication from President Trump's speeches, whereas the current research examines written communication from an online news article. Additionally, the previous research employed both quantitative and qualitative methods, while the current research relies solely on a qualitative approach. Lastly, the current research utilizes corpus software, which was not used in the previous study. Both studies share the similarity of analyzing the attitude system of a public figure.

Last similar study was conducted by (Mutiara, 2024). This study focused on the translation of parenting texts based on a corpus approach using Critical Discourse Analysis, specifically the attitudinal meanings by Martin & White

(2005). The aim of the research was to discover how parents and children are positioned in the Source Text (ST) and Target Text (TT). The research method employed was descriptive qualitative, identifying keywords in both the ST and TT with the aid of the corpus linguistics software AntConc. The results revealed that the most dominant attitude in the ST to describe parents was negative affect, occurring 17 times, while for children, it was positive judgment, occurring 41 times. In the TT, parents were depicted with a dominant negative affect attitude 16 times, and children were depicted with a dominant negative judgment attitude 35 times. The difference between this research and the current study is that the previous research focused on translations from a parenting book, involving both parents and children as subjects. In contrast, the current study draws its source from BBC News articles on the topic of Prabowo. Both studies utilize the corpus software AntConc to identify selected keywords.

Six previous studies have delved into similar topics, yet this study stands out for several compelling reasons. While previous research predominantly delved into political subjects, including studies numbered one, two, three four, five, and six none have specifically scrutinized presidential elections. The deliberate selection of Prabowo as the subject reflects his significant role in Indonesian discourse. Futhermore, there is a notable absence of research exploring the attitudes of individuals from the perspective of news article authors. Additionally, there exists a gap in literature concerning how an individual's self-image is portrayed in external media through attitude perspectives utilizing Martin and White's appraisal analysis. Lastly, the utilization of AntConc as a tool for data collection and categorization according to attitude subsystems namely affect, judgment, and appreciation adds a novel dimension to the study. In conclusion, this research investigates the portrayal of Prabowo, a prominent figure in Indonesian discourse, through the attitudes conveyed by news article writers. It explores how these attitudes shape public perception and contribute to the construction of Prabowo's self-image in external media, filling a gap in existing literature.

2.2 Main Theory

2.2.1 Discourse Analysis

Fairclough, who founded the English School and later followed the Vienna School, aimed to raise awareness of abused social relationships through discourse analysis, focusing on language. Fairclough drew on Halliday's systematic functional linguistics (SFL) to build his analytical framework. SFL is a linguistic strategy pioneered by M.A.K. Halliday and his followers in the 1960s in the UK and Australia. SFL, or systemic functional linguistics, studies the relationship among spoken language, written content, and circumstance. In terms of language use, SFL does not focus on the structure of language, but on its function. (Halliday, 1985) proposed a theory on the essential purposes of language. The SFL semantic component consists of three metafunctions: ideational, interpersonal, and textual. The ideational metafunction (propositional content) focuses on the natural world broadly. Second, interpersonal metafunction is concerned with the social environment, particularly the speaker-hearer relationship, and phrases like dialogues. Textual metafunction focuses focuses on the real, specifically, the way data tranfer in a text and addresses sentences as messages.

Fairclough says in some of his publications that his hypothesis is a combine of Halliday's functional-systemic linguistics, Fowler's linguistics, and Foucault's new social theory. Fairclough contends that analyzing text involves examining the textual components within discourse. Text is viewed as a realm where the author's understanding and experiences are represented. It is inherently open to multiple interpretations. In (Fairclough, 1992), the three phases of analysis: description, interpretation, and explanation. The description stage involves outlining the content and conducting a descriptive analysis of the discourse. Here, the text is examined in isolation without consideration of other factors, focusing solely on vocabulary, grammar, and text structure. The interpretation stage entails connecting the text to the broader discourse practices. Finally, the explanatory stage aims to uncover the reasons behind the interpretation results obtained in the prior stage, seeking to understand why the news text was produced.

2.2.2 Appraisal

The appraisal theory examines how language is utilized by speakers and texts to convey shared perspectives. It centers on emotions, assessments, and viewpoints, employing a set framework to clearly articulate a text's stances within interpersonal contexts. This research delves into the significance of a speaker's statements and their influence on interpersonal exchanges, both within specific statements and throughout the text's progression. Martin & White (2005), asserted that theory of taxonomy-based appraisal includes three constellations of attitude, engagement, and graduation. Each of the three appraisal domains consists of its own set of subsystems. The categorization within the theory can be visualized in the diagram provided below.
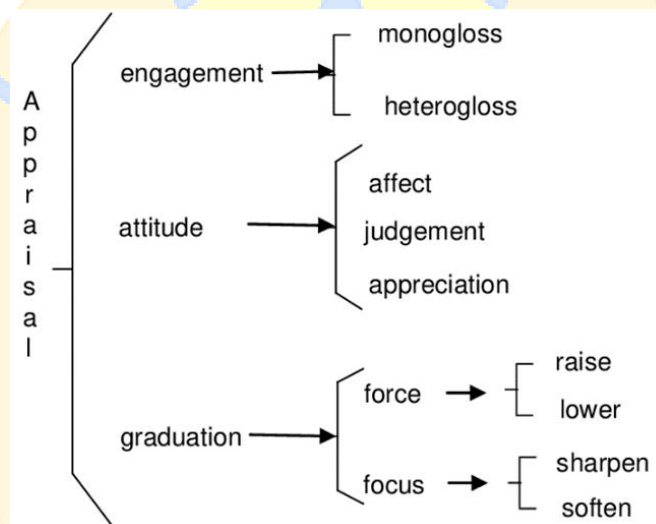
Figure 2.1 Taxonomy of Appraisal Resource

Three interrelated categories comprise appraisal: attitude, engagement, and graduation. Our conduct, emotions, and perceptions of the world all make up our attitude. The goal of engagement is to express opinions and thoughts during conversations. Graduation strengthens emotions and blurs the lines between different groups.

2.2.3 Attitude

This study's primary focus is on attitude analysis. The Attitude Analysis includes affective states. According to Martin & White (2005), attitude refers to our emotional responses, behavioral assessments, and evaluations of three different

entities. The three main categories of attitudes are Affect, Judgment, and Appreciation. Understanding an individual's viewpoint involves considering a range of values, such as emotional, ethical, and aesthetic factors. Affect is rooted in emotions, Judgment is grounded in ethics, and Appreciation is founded on aesthetic principles. Attitude system analysis, a linguistic component, encapsulates the attitude of the speaker or writer. These attitudes are categorized into two groups: positive and negative labels.

Additionally, there is a distinction between negative emotions and the absence of positive emotions, as well as between the absence of negative emotions and positive emotions. Despite the potential for similarities in certain situations, their differences are apparent. Negative and positive attitudes can be distinguished through examples like sadness and unhappiness. Sadness is typically regarded as a negative attitude, whereas unhappiness is a positive attitude that is negated. It's important to highlight that unhappiness can be felt even without the presence of sadness.

a. Affect
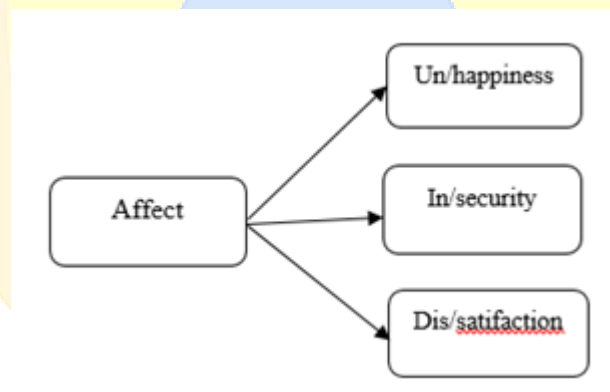
Figure 2.2 Structure of Affect System

Affect can be feelings, such as joy, sadness, confidence or fear, interest or boredom. Affect categorizes emotions into three sets: Un/happiness, In/security, and Dis/satisfaction. Emotions pertaining to concerns of the heart, such as sorrow, hate, happiness, and love, are included in the un/happiness variable. Emotions like fear, trust in itself, or comfort that are associated with ecosocial mental health are included in the in/security variables. Emotions like respect, annoyance, frustation, and curiosity that are connected to the pursuit or failure to fulfill goals, categorized as dis/satisfaction. Here below the example of affect:

1) Un/happiness

Positive : cheerful, love, adore

Negative : cheerless, joyless, sad

2) In/security

Positive : together, confident, comfortable

Negative : uneasy, anxious, freaked out

3) Dis/satisfaction

Positive : involved, absorbed, satisfied

Negative : furious, sick of, fed up with
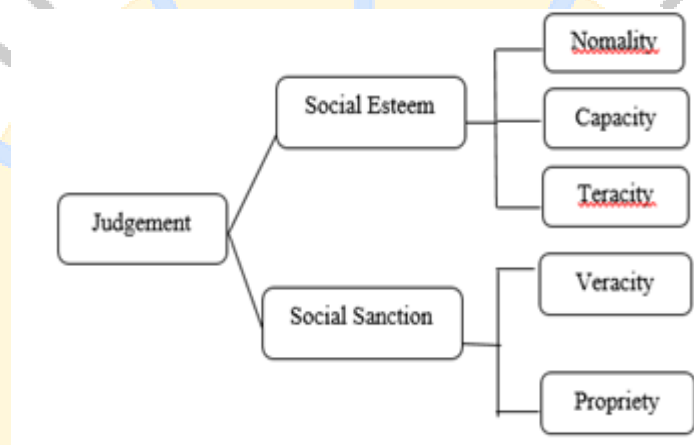
b. Judgment

Figure 2.3 Structure of Judgment

Judgmental systems pertain to the realm of ethics. The concept of judgment relates to attitudes toward actions that we either applaud or condemn, praise or criticize. When we pass judgment, we enter the area of giving our opinions about other people and their actions meaning, specifically regarding their character and how they are perceived or evaluated in terms of their qualities and actions. Broadly speaking, judgments fall into two categories: those dealing on social esteem and those focuses with social sanction. When evaluating judgment, three variables are considered: normality, which refers to an individual's unusualness; capacity, which refers to an individual's ability; and tenacity, which refers to an individual's determination. In oral cultures, social esteem is often regulated through informal means such as chatting, gossiping, sharing jokes, and storytelling. Humor frequently plays a critical role in this process, serving as a tool for commentary and social evaluation. Judgements of sanction deal with veracity (the truthfulness of a

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person) and propriety (the ethics of a person). Social sanction is typically formalized in writing, manifesting as edicts, decrees, rules, regulations, and laws dictating behavioral expectations, often monitored by religious institutions and governing bodies. Penalties and punishments are employed as mechanisms to enforce compliance with these codes of conduct.

1) **Judgment Social Esteem**

   Normality (as opposed to anything exceptional)

   Positive   : favored, auspicious, enchanted

   Negative   : ill-fated, unfortunate, cursed

   Capacity (in relation to ouput)

   Positive   : wise, intelligent, talented

   Negative   : sluggish, foolish, dense

   Tenacity (how trustworthy)

   Positive   : diligent, persistent, unwavering

   Negative   : delicate, unfocused, reliant

2) **Judgment Social Sanction**

   Veracity (how sincere)

   Positive   : forthright, upright, believable

   Negative   : deceptive, duplicitous, misleading

   Propriety (to what extend beyond criticism)

   Positive   : righteous, principled, ethical

   Negative   : poor, wicked, malicious

c. **Appreciation**

Appreciation entails assessing the significance of both semiotic and natural phenomena within a specific domain. It encompasses the evaluation of diverse entities, such as human creations, performances, and elements of the natural world, based on their inherent value. Broadly speaking, appreciation can be categorized into three aspects: our responses to objects of desire, as well as their qualities and worth. Our reactions involve whether something captures our attention or pleases us. The subject's complexity and balance are referred to as composition. Value encompasses factors such as innovation, authenticity, and relevance.

1) **Reaction**

   Impact (did it seize my attention)

   Positive   : energetic, sensational, profound

   Negative   : uninteresting, monotonous, repetitive

   Quality (how did it appeal to me)

   Positive   : charming, gorgeous, impressive

   Negative   : ordinary, unsightly, distorted

2) **Composition**

   Balance (did it maintain coherence)

   Positive   : well-proportioned, voluptuous, graceful

   Negative   : undefined, unstructured, twisted

   Complexity (was it difficult to grasp)

   Positive   : understandable, transparent, exact

   Negative   : mysterious, ambiguous, indistinct

3) **Valuation**

   Was it beneficial

   Positive   : opportune, awaited, historic

   Negative   : antiquated, delayed, ill-timed

2.2.4 Corpus

Corpus is derived from the Latin word "corpus," which refers to a body or collection (Jones, 2008). The collection in question is a collection of texts from a language variety that are most capable of representing a trend or phenomena of sentence variation (Mcernery & Wilson, 1996). To see language diversity or linguistic phenomena in a corpus, a vast number of texts are required. The emergence of corpus in linguistics is divided into two phases: early and modern. Initially, corpus creation was done manually. The dictionaries collected spoken and written language for many years in order to obtain a representative number of corpora for use in dictionary construction. At the time of its inception, the corpus was deemed incapable of serving as a foundation for the development of language theory. However, linguists who believed in the corpus' relevance continued to conduct study. Language theory is developed on the basis of the continuous research.

The modern age of corpus existence, following by technological advancements. Computer technology is increasingly being used for corpus research. Currently, researchers may readily construct and analyze language corpuses. AntConc is an application that can help construct and develop language corpora. Corpus linguistics, particularly lexicography, typically starts by analyzing a program's word frequency list. A word frequency list identifies the most and least commonly used words. (Mcenery & Hardie, 2012) defines a frequency list as a list of all forms of a type or types in a corpus (e.g. all words, all forms of part of speech, all four-word sequences) together with a count of the number of occurrences of each type in the corpus. Laurance Anthony, from Waseda University in Japan (Anthony, 2024), created the AntConc application. AntConc is a free software program for analyzing corpora that enables concordance and text analysis.

2.2.5 Mass Media

According to (KBBI), "media" is defined as the 1). Tool, 2). communication tools (means) such as newspapers, magazines, radio, television, films, posters, and banners. Media is a source of communication for the community that acts as an intermediary or liaison between two parties. Mass media was previously called as press, which originates from the Dutch language and means "press" in English. The term "press" literally means "print," as in "print broadcasting" or "print publication." In its evolution, the press has two meanings: the press in a limited sense and the press in a broader sense. The term "press" refers to all publications, including electronic media, radio broadcasts, and broadcast television. According to (Wazis, 2012), mass media may influence attitudes and behaviors of individuals, groups, and societies. The media influences society's views as it forms opinions or points of view. The mass media can be described as a powerful weapon in the war for image (Bungin, 2001).

The media reflects the interests of particular parties. Mass media uses content to target specific groups' interests and get public attention. Media possesses strong characteristics as described by (Arfianti Wijaya, 2023), Firstly, participation, which always involves multiple parties. Secondly, interaction, which focuses on key feedback mechanisms such as interactivity, synchronicity, and active control.

Thirdly, connectivity, which maintains communication without face-to-face interaction through mediated communication technology. Fourthly, community and commonality, enabling individuals to communicate with those they know. Lastly, transparency and openness towards feedback and information access. The media constantly bombards people with information, attempting to shape their opinions as BBC News author's in portraying Prabowo's image.

BBC news established in 1922 and headquartered in London, the British Broadcasting Corporation (BBC) holds the distinction of being the world's oldest national broadcaster. BBC News Online's immense popularity, attracting over a billion annual visitors and securing a spot among the top 10 best news sites globally in 2024 according to topten, underscores its influence in the digital landscape. Recent studies conducted by Oxford University's Reuters Institute reveal that the BBC overwhelmingly serves as the primary news source for individuals in the UK, both online and offline, and is highly regarded and trusted by the public. BBC News, known for its impartiality and trustworthiness, holds a significant role in shaping public discourse globally. With its extensive coverage and global reach, BBC News serves as an invaluable resource for understanding current events and global perspectives.

CHAPTER III

RESEARCH METHODOLOGY

In this section, the researcher aims to outline the methodology utilized in this study. This research chapter discusses the research approach, data type, data source, method of data collection, and data analysis employed in the study.

3.1 Research Approach

The current study takes a qualitative approach, examining the use of linguistic instruments that represent the categories of affect, judgment, and appreciation. The major goal is to study Prabowo's image in the international media as a result of his personal rebranding. (Creswell, 1998) defines qualitative research is an approach that uses words and details to create a complex, comprehensive picture in order to comprehend societal or human problems, and it is conducted in a natural setting. Qualitative research aims to provide a comprehensive understanding of a problem from the perspective of those involved. It focuses on ideas, perceptions, and opinions, which are not quantified by numbers. Qualitative descriptive research can address questions such as what, who, where, why, and how. Descriptive research involves explaining, analyzing, and classifying problems using techniques like observation, surveys, interviews, or questionnaires. To test theories or find answers to research issues, this approach involves collecting data.

3.2 Data Types

There are two types of data namely, primary data and secondary data. According to (Sukesi, 2020), primary data is collected from original sources for ongoing research. Meanwhile, secondary data refers to information collected by researchers through intermediaries (e.g., other parties' recordings). (Sukesi, 2020) classifies secondary data sources as internal or external to the enterprise. Secondary data sources are speedier and less expensive than primary data. Data for this research can be accessed from literature, journals, and other relevant sources. Furthermore, secondary data typically takes the form of facts, historical records, or reports recorded in public and unpublished archives (documentary data), which can be used

as supplementary logical reasons. Researchers gathered secondary data from firm profiles, which include vision, mission, structure, and research-related information (Sugiyono, 2014). This research is secondary data as the researcher gathered the data from internet, specifically online news article on BBC News platform. The researchers collecting the data from online article regarding Prabowo and transferring the data onto word document. Then, the data will be uploaded to the corpus software, namely Antcont using the keyword that has been determined.

3.3 Data Source

The source of the data is online news article taken from BBC News. The researchers observing and collecting the data from an article that talking about Prabowo. Prabowo was chosen as the subject of this study due to his personal rebranding. Despite running for the presidency of the Republic of Indonesia four times and failing three times, Prabowo has transformed his public image. Previously, he faced significant criticism from Indonesians for his involvement in kidnapping cases and human rights violations, leading to minimal support. However, the situation has drastically changed. He now enjoys substantial support from Indonesians and has attracted international media attention due to his rebranding. Prabowo earned the nickname 'gemoy' for his playful actions during the campaign. This notable shift in public perception is why the researcher selected Prabowo as the focus of this study. The data for this research was collected from February to March 2024, covering four key stages: the campaign period, the presidential debate, election day, and when he was officially declared President of the Republic of Indonesia.

3.4 Data Collection Method

For the collection data steps in the following:
1) Reviewing the online news article on BBC News regarding Prabowo by carefully reading and understanding its content.
2) Selecting the chosen news article on a period of time from Febuary to March 2024.
3) Transcribing the textual material from the online article onto a Word document.
4) Carefully attend to and improve the data by ensuring proper punctuation.

5) Uploading the data onto the corpus software, specifically AntConc, with the keyword 'Prabowo' as the primary focus for this research.

6) Throughly read and paying attention to the result found.

7) Giving carefull consideration to each data and categorized it to the attitude subsystem affect, judgment and appreciation.

8) After successfully organizing the data, the next step is to present the data in a table and calculating the percentage totals for each result.

3.5 Data Analysis

Following the collection of data, the researcher conducted a thorough analysis in multiple stages. Initially, the researcher examined the various listed comments. Subsequently, the data were identified and categorized using Martin and White (2005) appraisal theory. Finally, the researcher rewrite and aligned with its respective category.

1) Obtaining the count of occurrences of the keyword 'Prabowo' in the results.

2) Transferring all located data from AntConc into a Microsoft Word table in sentence format.

3) Classifying the attitude types of each sentence into three categories: affect, judgment, and appreciation.

4) Categorizing the appraisal item, appraiser and polarity.

5) Analyzing the data based on the research question to identify the predominant attitude subsystem and the prevailing polarity, whether positive or negative.

6) Looks up the definitions of words representing different types of attitude subsystems in the (Oxford Learner's Dictionaries) and (Cambridge Dictionary).

7) Then, based on these definitions, the researcher rephrases the meanings in her own words to fit the context of the sentence appropriately.

8) Deriving conclusions from the analyses.