

Appraisal System Recognized in President Jokowi's Speech at the APEC CEO Summit 2014 in Beijing, China

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Abstract

This study attempts to construe the Appraisal System of Jokowi's speech at the APEC CEO Summit on 10 November 2014 in Beijing China. The analysis focused on *Engagement, Attitude, and Graduation systems* of the speech. The data were analyzed using the Appraisal theory proposed by Martin and White (2005), and the method used is descriptive which provides a detailed profile of an event, condition or situation using either quantitative, qualitative or a combination of methods. The results revealed that the most dominant Appraisal device was Attitude system, and Jokowi positioned himself at the same level as the participants of the APEC conference who were mostly the top leaders in their countries. The readers of the speech text are positioned as the ones who accept Jokowi's assessment about the infrastructure's conditions in Indonesia and what he plans to do to improve that conditions.

Key words: *Appraisal System, Engagement, Attitude, Graduation.*

I. INTRODUCTION

A discourse is a particular theme in a text that relates to identities. To understand the discourse, we need to conduct an analysis called discourse analysis. Discourse analysis is a way of understanding social interactions, and one of these social interactions is a speech. By analyzing a speech, we will understand a speaker's intention, how he/she appraises the people, situation, and objects when he/she interacts with his/her audience.

This study deals with discourse analysis focusing on appraisal systems. The data used is the transcript of President Jokowi's speech at the APEC CEO Summit in Beijing, China delivered on November 10, 2014.

Eggs (1994) suggests three functional modes of meaning of language from the point of semantic system in her book *An Introduction to Systemic Functional Linguistics*, one of them is interpersonal meaning. Martin and White (2005) state that interpersonal meaning involves negotiating social relations: how people interact with language in order to negotiate emotions, judgment and valuations. The overall system of choices used to describe this area of meaning is called *Appraisal System*, the system which deals with the social life in community, it is the relationship between language and social life.

There are three subtypes of appraisal system: *engagement, attitude, and graduation values*. *Engagement value* is concerned with the ways in which resources such as projection, modality, polarity, concession and various comment adverbials position the speaker. *Attitude value* is concerned with either positive or negative assessment of people, places, things, happenings and states of affairs. *Graduation value* is concerned with the scaling system of meaning which operates in two ways of

scalability: *force* and *focus*. *Force* is the grading system according to the intensity or amount, *focus* is the grading system according to prototypicality and the preciseness to which category boundaries are drawn.

Appraisal system explains the positive and negative sides of a speaker/writer through his or her statements in the form of oral or written product. In this study, we will discuss the interpersonal meaning of president Jokowi's speech based on the appraisal system analysis. We will describe how the president approves or disapproves, applauds or criticizes in his speech. We will also give judgment on how president Jokowi positions himself as the speaker, and how the readers of the text of the speech are positioned in Jokowi's speech delivered at the Apec CEO Summit 2014 in Beijing China.

Based on the description above, we determine that the statements of the problem of the study are as follows:

1. What *appraisal devices* are employed in Jokowi's Speech at the APEC CEO Summit on November 10, 2014 in Beijing, China.
2. What is the most dominant *appraisal device* found in the speech?
3. How are the readers of the speech text positioned in the speech text?

Based on the statements of the problem, we determine the following objectives of the study:

1. To describe the Appraisal devices employed in Jokowi's Speech at the Apec CEO Summit on November 10, 2014 in Beijing, China.
2. To describe the most dominant appraisal device found in the speech.
3. To describe how the readers of the speech text are positioned in the speech text.

There has been many studies on appraisal so far. Vidhiasi and Soepriatmadji (2011), in their journal entitled Appraisal System Recognized in the Jakarta Post's Editorial *the Asean Cage* on 20 July 2011, explained that the appraisal devices recognized in *the Asean Cage* text were attitude, engagement and graduation; graduation system was the most dominant in their article, and the readers were positioned as the people who accepted the editor's assessment about the condition between Indonesia and ASEAN.

Wulandari (2011) in her research paper (a final project) entitled: Interpersonal Meaning of Barack Obama's Speech at University of Indonesia: The Study of Barack Obama's Attitudes and Judgments towards Indonesia. The result of the analysis showed that the most subject found in the speech was I – Obama which meant that Obama himself was responsible to what he was saying in the speech. The Finites in the speech were mostly stated in Simple Present Tense which was meant that in delivering his speech, Obama gave the general truth at the moment of the speaking. Since most of the clauses were declarative clauses, Obama was considered to share information to the audience. That shared information was further analyzed with the Appraisal theory which led to the conclusion that Obama gave positive attitudes and judgments towards Indonesia. However, Obama still gave his critics towards some unstable phenomena appeared in Indonesia.

The underlying theory of data analysis is Appraisal theory or Appraisal system. Appraisal system is a subsystem of interpersonal meaning in Systemic Functional Linguistics (SFL), which is a theory of language centered on the notion of language function. In Systemic Functional Linguistics, there are three focuses located within its

framework: ideational, interpersonal and textual meanings. Halliday and Matthiesen (2004) state that ideational meaning uses language to represent experience, interpersonal meaning uses language to encode interaction, and textual meaning uses language to organize our experiential and interpersonal meaning into a coherent spoken or written language. Martin (2004) states that interpersonal meaning is the rhetorical power of language that emphasizes the role of evaluation and the constructive role plays in organizing sociality. White (1998) states that appraisal theory is concerned with the linguistic resources for/by which text/speakers come to express, negotiate and naturalize particular inter-subjective and ultimately ideological positions. Martin (2001) also states that Appraisal system is interpersonal meaning and its purpose is to negotiate our social relationship by telling our listener or readers how we feel about things and people. It can be said that Appraisal system is way to express our feeling into a kind of written or spoken language. There are three subtypes of appraisal system: engagement, attitude, and graduation.

1. Appraisal

Appraisal theory concerns the linguistic resources by which a text or a speaker comes to express, negotiate and naturalize particular inter-subjective and ultimately ideological positions. Within this broad scope, the theory is concerned more particularly with the language of evaluation, attitude and emotion, and with a set of resources which explicitly position a text's proposals and propositions interpersonally.

The term “appraisal” is introduced by Martin (2000) to cover evaluative attitude conveyed in the written or spoken discourse. According to him, the way we express our thoughts, opinions and attitudes about someone or something based on our emotions, involves appraisal, giving judgments, and appreciating these attitudes. It is someone’s opinions about things, the world reflecting ideology, beliefs, and cultures that become evident for the linguistic choices made in the discourse.

2. Engagement

Engagement value means by which speakers/writers adjust and negotiate the arguability of their propositions and proposal. It is said that engagement value reveals the inherent dialogistic potential, its location and functionality with reference to past, present and future processes of communicative exchange. Others say that engagement is the “Source of Attitude.” Martin and White (2005) say that engagement is concerned with the ways in which resources such as projection, modality, polarity, concession and various comment adverbials position the speaker/writer engages with respect to the value position being advanced and with respect to potential responses to that value position by quoting or reporting, acknowledging a possibility, denying, countering, affirming and so on. Engagement refers to clause types which is mirrored the boundary between the writer/speaker with what he/she writes/speaks that is appropriate with the hearer/reader interpersonal value.

There are two subtypes of engagement: monogloss and heterogloss. Sometimes other people said the monogloss type is *bare declarative*. The mono-gloss type is the simple declaration without any variation, while heterogloss type uses variation for the declaration. It can be said that the writer or speaker tend to use monoglossic system because he/she considers the proposition to be factual or unproblematic. Martin and White (2005) say that classifying utterances as *monoglossic* when they make no

reference to other voices and viewpoints and as *heteroglossic* when they do invoke or allow for dialogistic alternatives. For example: *The girl was killed. They say the girl was killed. Maybe, the girl was killed. It seems that the girl was killed.*

The first sentence is classified as monoglossic while the other three are heteroglossic. There are some variations in each sentence of heteroglossic type. The meaning also change. For example in the sentence number 2, “*they say*” gives “attribution” meaning. In the 3rd sentence, there is a modal “*maybe*” that provides “probability” meaning. In the last sentence, there is a clause “*It seems*” which provides an “appearance” meaning. In the other words, it can be said that the differences meaning in those types will impact the interpersonal meaning between the writer/speaker with the reader/hearer.

Heterogloss type is divided into two types; those are dialogic contraction and dialogic expansion. **Dialogic contraction** alternatively acts to challenge, fend off or restrict of the scope of such while **Dialogic expansion** is the degree of utterance which actively makes allowances for dialogically alternative positions and voices. In the other words, dialogic contraction closes down the space for dialogic alternatives (holds the proposal to be true) while dialogic expansion opens up the space for alternative positions (open to be questioned). Both of them are represented by some form of reported speech. But the difference here is dialogic contraction using reporting verbs that are non-evaluative while dialogic expansion using evaluative reporting verbs.

3. Attitude

White (1998) says in his homepage that attitudinal positioning or attitude in appraisal value can be considered as “praising” or “blaming”, which means that writers or speakers indicate either positive or negative assessment of people, places, things, happenings and states of affairs. Attitude is the ways of feeling.

There are so many words that can be used to praise or blame someone which make other people easier or less easy to analyze what we said. Attitude consists of three sub-systems, namely: Affect, Judgment, and Appreciation systems.

a. Affect.

Affect (emotion) is an evaluation of human emotional reaction to something. It is how people as human beings react emotionally to things, conditions, and states of affairs. They can express either good (positive) or bad (negative) feelings. They can also express those feelings directly or indirectly to certain situation. White (2005) says that affectual positioning may be indicated through verbs of emotion (Mental Processes) such as *to love/to hate, to frighten/to reassure, to interest/to bore, to enrage/to placate - (Your offer pleases me, I hate chocolate)*; through adverbs (typically Circumstances of Manner) such as *happily/sadly (Sadly the government has decided to abandon its commitment to the comprehensive school system)*; through adjectives of emotion *happy/sad, worried/confident, angry/pleased, keen/uninterested - (I'm sad you've decided to do that, I'm happy she's joining the group, She's proud of her achievements, he's frightened of spiders, etc)*; through nominalization (the turning of verbs and adjectives into nouns) *joy/despair, confidence/insecurity (His fear was obvious to all, I was overcome with joy)*.

Martin and White (2005) classify affect system into six factors: Are the feelings popularly construed by the culture as positive (good vibes that are enjoyable to experience) or negatives ones (bad vibes that are better avoided)? Positive affect: *The*

captain was happy. Negative affect: *The captain was sad*. Is it behavioral or mental/relational process? Behavioral process: *She smiled at him*. Mental process: *She liked him*. Are the feelings construed as directed at or reacting to some specific emotional Trigger or as a general ongoing mood for which one might pose the question “Why are you feeling that way” and get the answer “I’m not sure.” Reaction to other: *The captain disliked leaving*. Indirected mood: *The captain was sad*. How are the feelings graded? Low : *The man disliked leaving*; median: *The man hated leaving*; High: *The man detested leaving*. Do the feelings involve intention (rather than reaction), with respect to a stimulus that is unrealistic (rather than realistic). White (1998) says that realistic values involve a reaction to a present or past stimulus – *The man likes the bike*; unrealistic values involve intentions with respect to some prospective stimulus – *The man wants the bike*. The last factor deals with un/happiness, in/security, and dis/satisfaction. Un/happiness variable covers emotions concerned with “affairs of the heart” – sadness, hate, happiness, and love; the in/security covers emotions concerned with ecosocial well-being – anxiety fear, confidence, and trust; the dis/satisfaction covers emotions concerned with telos (the pursuit of goals) – ennui, displeasure, curiosity, and respect. Un/happiness : *The man felt sad/happy*. In/security : *The man felt anxious /confident*. Dis/satisfaction: *The man felt fed up/absorbed*

b. Judgment

Judgment (ethics) is a norm that is concerned with the parameter of how people should/shouldn’t behave. It deals with human’s behavior. One may assess the behavior as moral or immoral, as legal or illegal, as socially acceptable or unacceptable, as laudable or deplorable, as normal or abnormal and so on. For example, *Our new neighbor seems rather eccentric*. Values of judgment also have either positive or negative status like values of affect. For example: honest><deceitful, brave><cowardly, smart><stupid, normal><weird, and so on.

Some of the judgment’s proposal has already become rules and regulations by the state and religion. Judgment can be divided into two sub-types; those are social esteem and social sanction. Judgment of esteem deals with “normality” (how unusual someone is), “capacity” (how capable they are) and “tenacity” (how resolute they are). While judgment of sanction deals with “veracity” (how truthful someone is) and “propriety” (how ethical someone is).

c. Appreciation

Appreciation (aesthetics), according to White (1998), is an assessment of the form, appearance, composition, impact, significance etc. of human artifacts, natural objects, and human individuals (but not of human behavior) by reference to aesthetics and other systems of social values. It may focus on the compositional qualities of the evaluated entity. It is concerned with “things”. For example, harmonious, symmetrical, balanced and convoluted. They can also be located on the line of low to high force/intensity, example: pretty, beautiful and exquisite.

4. Graduation

The **graduation** value concerns with the scaling system of meaning. Martin and White (2005) say that **Graduation** system operates in two ways of scalability: grading system according to the intensity or amount (force) and grading system according to prototypicality and the preciseness by which category boundaries are drawn (focus).

Force system of graduation concerned with assessing to degree of intensity and amount. According to Martin and White (2005), assessment of degree of intensity can operate over qualities (e.g. *slightly foolish, extremely foolish*), over processes (e.g. *This slightly hindered us, This greatly hindered us*), or over the verbal modalities of likelihood, usuality, inclination and obligation (e.g. *it's just possible that, it's very possible that*). There are two categories of **force** system, intensification and quantification. Intensification concerned with the scaling of qualities and processes while quantification deals with the amount apply to the entities.

The last sub-type of graduation system is focus. White (1998) says that focus is concerned with sharpening (e.g. *a real mother, a true friend*) and softening (e.g. *they sort of play jazz, they are kind of crazy, it was an apology sorts*) the focus of relationship.

II. RESEARCH METHOD

In this chapter we will present: unit of analysis, method of data collection, and data analysis. The unit of analysis used in this study is “move,” which can be a word, a phrase, a sentence, or sentences. Webster’s New World College Dictionary (1997) says that word is a speech sound, or series of them, serving to communicate meaning and consisting at least one base morpheme with or without prefixes or suffixes. Then phrase is a sequence of two or more words conveying a single thought or forming a distinct part of a sentence but not containing a subject and predicate. It also states that a sentence is a conventional unit of connected speech or writing, usually containing a subject and a predicate. Mirador (2000: 47) states that the term move, that is the unified functional meaning of a sentence or group of sentences in a written or spoken text. The words/phrases/sentences in this study are basically segmented text discourse of president Jokowi’s speech downloaded from the Website. We accept the data verbatim, no change in the data are made, since objectivity is required in the data gathering and data interpretation to discover valid and reliable results.

The source of data of this study is a written data, since we try to give explanation about the phenomena of the written data with respect to Appraisal System used in Jokowi’s speech.

The data were collected through the following steps: (1) Browsing the website; (2) Finding the Jokowi’s speech delivered in Beijing, China; (3) Down-loading the transcript of the speech from: <http://www.rappler.com/world/regions/asia-pacific/indonesia/74620-full-speech-joko-widodo-apec-summit-beijing>. The data were accessed on 5 October 2015, and they were treated verbatim.

The method used in this study is descriptive research method. Polit and Beck (2004:192) declare that the purpose of descriptive research is to observe, describe and document aspects of a situation as it occurs naturally. Descriptive research provides a detailed profile of an event, condition or situation using either quantitative, qualitative or a combination of methods.

In this study, the data were analyzed through the following steps: (1). Segmenting the text into sentences or words/phrases depending on what to explain. (2). Identifying the sentences or words/phrases which display the phenomena of Appraisal System. (3). Classifying the sentences or words/phrases according to the Appraisal System as proposed by Martin and White (2005). (4). Tabulating the categorized

appraisals. (5). Interpreting the findings using the theory proposed by Martin and White (2005).

III. RESULTS AND DISCUSSIONS

We found three appraisal sub-systems recognized in president Jokowi's speech, namely: engagement, attitude, and graduation. Those sub-systems are explained as follows:

a. Engagement

Engagement value is concerned with whether the speaker/author of an utterance excludes (monogloss) or admits (heterogloss) any external positions. It is how he/she adjust and negotiate the arguability of his/her propositions and proposals. There are two subtypes of engagement: monogloss and heterogloss. The monogloss type is the simple declaration without any variation, while heterogloss type uses variation for the declaration.

We have segmented the speech text into 18 moves in which each move may consist of more than one sentence. The results of the analysis in term of engagement system are shown in the following table.

Table a. Engagement

APPRAISAL SYSTEM	SUB-SYSTEM		Σ	%
ENGAGEMENT	MONO-GLOSSIC		4	9.1 %
	HETERO-GLOSSIC	DIALOGIC CONTRACTION	28	63.6 %
		DIALOGIC EXPANSION	12	27.3 %
TOTAL			44	100 %

Here, we found that the speaker, in this case president Jokowi, used both monoglossic and heteroglossic types to express his purposes. It seems that he spoke English very carefully and lacked of variations in his speech. We found 4 (9.1 %) markers of monoglossic type. These markers are as follows:

- (1) The opening salutation of the speech: *Excellencies, distinguished guests, ladies and gentlemen, and CEOs, good morning.*
- (2) The closing salutation of the speech: *Thank you.*
- (3) The repetition of the closing of the speech: *Thank you.*
This repetition of the phrase 'Thank you' may be meant for confirmation to make sure that everyone has heard his voice.
- (4) The last phrase: *Good morning* as a leave-taking.

Next, we found 40 (90.9 %) markers of heteroglossic types. The hetero-glossic type is divided into two types; those are dialogic contraction and dialogic expansion. Dialogic contraction alternatively acts to challenge, fend off or restrict of the scope of such while dialogic expansion is the degree of utterance which actively makes allowances for dialogically alternative positions and voices. We found 28 (63.6 %) markers of dialogic contraction and 12 (27.3 %) markers of dialogic expansion. The markers of dialogic contraction are written in **bold** words, while the markers of dialogic expansion are underlined words. Further explanations are explained as follows:

1. (*monogloss*)

2. *First, on behalf of the Indonesian Government and the people of Indonesia, I would like to thank you for coming to my presentation. Today, I am happy, I am very happy, to be with you, **because** (contract: disclaim: counter) you know (expand: attribute: acknowledge) I was a businessman years ago. **So** (contract: disclaim: counter), this morning, I am very happy **because** (contract: disclaim: counter) we can (expand: entertain) talk about business, about investment with all of you.*
3. *The picture **shows** (contract:proclaim: endorse) you our map of Indonesia. We **have** (contract: proclaim: pronounce) a population of 240 million and the distance is like from London in UK to Istanbul in Turkey. And imagine, we **have** (contract: proclaim: pronounce) 17,000 islands. 17,000 islands.*
4. *Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge. **So** (contract: disclaim: counter) we want ... maintain the water supply to the farming area.*
5. *Some subsidy we want to channel to the fishermen, to **give** (contract: proclaim: pronounce) them boat engines, to **give** (contract: proclaim: pronounce) them refrigerators. We want to increase the income of the fishermen. Some fuel subsidy we want to **give** (contract: proclaim: pronounce) to micro and ... we want to channel to infrastructure.*
6. *In 5 years we want to build 24 seaports and deep seaports. As you know (expand: attribute: acknowledge), we **have** (contract: proclaim: pronounce) 17,000 islands, so we need seaports and we need deep seaports. And this is your opportunity: 24 seaports and deep seaports.*
7. *The picture **shows** (contract:proclaim: endorse) our Jakarta Port, Tanjung Priok port. ... in Maluku island, also in Papua island.*
8. *And we plan to build our railway track, railway network. Now we **have** (contract: proclaim: pronounce) already ... in Papua island. This is your opportunity.*
9. *Now we talk ..., in Bandung, in Surabaya. **So** (contract: disclaim: counter), this is also your opportunity, **because** (contract: disclaim: counter) you know (expand: attribute: acknowledge) our national budget is limited.*
10. *Now we talk about our ... We hope not only the vessels can (expand: entertain) enter our sea toll but also mother vessels can (expand: entertain) enter the sea toll. **So** (contract: disclaim: counter), the price, the cost of the transportation is more efficient.*
11. *For example, the price of the cement, one sack cement, in Java island is \$6 per sack cement. **But** (contract: disclaim: counter) in Papua island the price is \$150 per sack cement. Imagine, 25 times. **So** (contract: disclaim: counter) we hope with our sea toll the price in our islands is the same.*
12. *Electricity. We need ... our manufacturing zones. **So** (contract: disclaim: counter), we need power plants. This is also your opportunity to invest in this project. **Because** (contract: disclaim: counter) we need our power plants for manufacturing, for industrial zones.*
13. *Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. I will (expand: entertain) push my ministers, my*

governors, my mayors, to help clear this problem. I **have** (contract: proclaim: pronounce) *experience with land acquisition when I was a governor. We **have** (contract: proclaim: pronounce) a project, the Jakarta Outer Ring Road, started 15 years ago **but** (contract: disclaim: counter) was stopped 8 years ago, **because** (contract: disclaim: counter) we **have** (contract: proclaim: pronounce) a problem here: 1.5 kilometers unfinished because there is 143 families who **do not** (contract: disclaim: deny) accept (expand: attribute: acknowledge) with the compensation price. **So** (contract: disclaim: counter) last year And now the toll road has been used (starting) 7 month ago.*

14. *Now we talk business permit. We have national one-stop service office that can (expand: entertain) help you, that will (expand: entertain) serve you, that will (expand: entertain) facilitate you, that will (expand: entertain) **give** (contract: proclaim: pronounce) you your business permit. For example, principle business permit needs 3 days to process.*
15. *Finally, again on behalf of the Indonesian government and the people of Indonesia, I would (expand: entertain) like to thank you for your listening (to) my presentation. We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia.*

b. Attitude

The first sub-system recognized in the editorial is attitude. White (1998) says in his homepage that attitudinal positioning or attitude in appraisal value can be considered as “praising” or “blaming”, which means that writers or speakers indicate either positive or negative assessment of people, places, things, happenings and states of affairs. The results of the analysis in term of attitude are displayed in the table below:

TABLE B. ATTITUDE

APPRAISAL SYSTEM	SUB-SYSTEM		Σ	%
ATTITUDE	AFFECT	+	36	67.9 %
		-	1	1.9 %
	JUDGMENT	+	0	0 %
		-	0	0 %
	APPRECIATION	+	12	22.6 %
		-	4	7.6 %
TOTAL			50	100 %

In the table 4.2, we found that text discourse consists of positive Affect 36 (67.9 %), negative Affect 1 (1.9 %), both positive and negative Judgment 0 (0 %), positive Appreciation 12 (22.6 %), and negative Appreciation 4 (7.6 %). Here, the speaker tends to use the Affect system because he wants to show that Indonesian people still need a lot of help to develop their country, and he asks the listeners to respond to his offers to make investments in Indonesia. Further explanations are explained as follows (the markers of the Attitude systems are written in **bold** words):

(1) Affect

Affect (emotion) is an evaluation of human emotional reaction to something. It is how people give positive or negative reaction emotionally to things, conditions, or

states of affairs. There are 36 (67.9 %) positive Affect systems in the text discourse, namely:

1. *Excellencies, distinguished guests, ladies and gentlemen, and CEOs, **good morning**.*
2. *First, on behalf of the Indonesian Government and the people of Indonesia, I would like to **thank you** for coming to my presentation. Today, I am **happy**, I am very **happy**, to be with you, because you know I was a businessman years ago. So, this morning, I am very **happy** because we can talk about business, about investment with all of you.*
3. -
4. *Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge. So we **want** to channel our fuel subsidy from consumption to the productive activities. From consumptive activities to productive activities. We **want** to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. And we **want** to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area.*
5. *Some subsidy we **want** to channel to the fishermen, to give them boat engines, to give them refrigerators. We **want** to increase the income of the fishermen. Some fuel subsidy we **want** to give to micro and small enterprises in the villages. We **want** to help them raise their working capital. And some subsidy we **want** to channel to the health program, the education program. And some subsidy we **want** to channel to infrastructure.*
6. *In 5 years we **want** to build 24 seaports and deep seaports. As you know, we have 17,000 islands, so we **need** seaports and we **need** deep seaports. And this is your opportunity: 24 seaports and deep seaports.*
7. *The picture shows ... We **want** to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island.*
8. *And we plan to build ... and we **want** to build in ... Papua island. This is your opportunity.*
9. *Now we talk about mass transportation. We **want** to build our mass transportation in 6 big cities in Indonesia. We have started in Jakarta last year, and we **want** to build in ... budget is limited.*
10. *Now we talk about our maritime agenda. We **want** to build sea toll. ... cost more efficient. We **want** to build from the west to the east. We **hope** not only ... is more efficient.*
11. *For example, the price So we **hope** with our sea toll the price in our islands is the same.*
12. *Electricity. We **need** power plants. We **need** around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones. So, we **need** power plants. This is also your opportunity to invest in this project. Because we **need** our power plants for manufacturing, for industrial zones.*

13. -

14. *Now we talk ... business permit **needs** 3 days to process.*

15.

16. *Finally, again on behalf of the Indonesian government and the people of Indonesia, I would like to **thank you** for ... in Indonesia.*

17. **Thank you.**

18. **Thank you.**

19. **Good morning**

All the Affect systems above are positive. In his speech, the speaker, in this case president Jokowi, only employs several Affect systems, but they are used repeatedly. The markers of those Affect systems are as follows:

- **Good morning**, appears twice at the beginning and at the end of the speech.
- **Thank you**, appears four times in moves 2, 15, 16, and 17.
- **Happy**, appears three times in move 2.
- **Want to**, appears 16 times: 3 (move 4), 6 (move 5), 1 (move 6), 1 (move 7), 1 (move 8), 2 (move 9), 2 (move 10).
- **Hope**, appears once in move 10.
- **Need**, appears 6 times: 2 (move 6), 4 (move 12), 1 (move 14).

We only found 1 (1.9 %) negative Affect system **complain** that is used by the speaker in move 13.

13. *Many investors, a lot of investors, when they come to me, most of them they always **complain** about land acquisition. I will push And now the toll road has been used (starting) 7 month ago.*

(2) Judgment

Judgment is a norm concerned with the parameter of how people should/shouldn't behave. It deals with human's behavior. We, however, found no Judgment system in the speech.

(3) Appreciation

Appreciation is assessments of the form, appearance, composition, impact, significance etc of human artifacts, natural objects as well as human individuals (but not of human behavior) by reference to aesthetics and other systems of social value (White,1998). Here, we found 12 (22.6 %) positive Appreciation systems, and 4 (7.6 %) negative Appreciation systems. Those Appreciation systems are explained as follows (the markers of the Appreciation systems are written in **bold** words):

1. *Excellencies, **distinguished** (positive appreciation) guests, ladies and gentlemen, and CEOs, good morning.*
2. -
3. -
4. *Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's **huge** (positive appreciation). So we want to channel our fuel subsidy from **consumption** (negative appreciation) to the **productive** (positive appreciation) activities. From **consumptive** (negative appreciation) activities to **productive***

(positive appreciation) activities. We want to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area.

5. -
6. In 5 years we want to build 24 seaports and **deep** (positive appreciation) seaports. As you know, we have 17,000 islands, so we need seaports and we need **deep** (positive appreciation) seaports. And this is your opportunity: 24 seaports and **deep** (positive appreciation) seaports.
7. The picture shows our Jakarta Port, Tanjung Priok port. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year. This is the **potential** (positive appreciation) ports in Indonesia. This is your opportunity. We want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island.
8. -
9. Now we talk about mass transportation. We want to build our mass transportation in 6 **big** (positive appreciation) cities in Indonesia. We have started in Jakarta last year, and we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya. So, this is also your opportunity, because you know our national budget is **limited** (negative appreciation).
10. Now we talk about our maritime agenda. We want to build sea toll. What is sea toll? Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more **efficient** (positive appreciation). We want to build from the west to the east. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. So, the price, the cost of the transportation is more **efficient** (positive appreciation).
11. -
12. -
13. Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. I will push my ministers, my governors, my mayors, to help clear this problem. ... but was stopped 8 years ago, because we have a problem here: 1.5 kilometers **unfinished** (negative appreciation) because there is 143 families who do not accept with the compensation price. So last year I invite them. I go to ... then we talk about the problem. Four times. Four times meeting. And the problem is **cleared** (positive appreciation). And now the toll road has been used (starting) 7 month ago.

c. Graduation

The graduation value is concerned with the scaling system of meaning. Martin and White (2005) state that Graduation system operates in two ways of scalability, firstly grading system according to the intensity or amount (force) and secondly grading system according to prototypicality and the preciseness by which category boundaries are drawn (focus).

There are two categories of force system, intensification and quantification. Intensification is concerned with the scaling of qualities and processes, while quantification deals with the amount apply to the entities. The result of the analysis in term of Graduation system is displayed as follows:

TABLE C GRADUATION

APPRAISAL SYSTEM	SUB-SYSTEM		Σ	%
GRADUATION	FORCE	RAISING	11	52.4 %
		LOWERING	7	33.3 %
	FOCUS	SHARPENING	0	0 %
		SOFTENING	3	14.3 %
TOTAL			21	100 %

From table 4.3, we found the number of raising force system is 11 (52.4%), while the number of lowering force system is 7 (33.3 %). Next, the number of softening focus system is 3 (14.3 %), but there is no sharpening focus system. It can be said that the speaker tends to use the force system in his speech rather than focus system. It seems that he wants to make his speech clear and the listeners can understand the meaning well. For further explanation of Graduation system, Force system is shown in **bold** markers while the markers of focus system is underlined.

1. -
2. *First, on behalf of the Indonesian Government and the people of Indonesia, I would like to thank you for coming to my presentation. Today, I am happy, I am **very** happy, to be with you, because you know I was a businessman years ago. So, this morning, I am **very** happy because we can talk about business, about investment with **all** of you.*
3. *The picture shows you our map of Indonesia. We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey. And imagine, we have 17,000 islands. 17,000 islands.*
4. -
5. ***Some** subsidy we want to channel to the fishermen, to give them boat engines, to give them refrigerators. We want to increase the income of the fishermen. **Some** fuel subsidy we want to give to **micro** and **small** enterprises in the villages. We want to help them raise their working capital. And **some** subsidy we want to channel to the health program, the education program. And **some** subsidy we want to channel to infrastructure.*
6. -
7. *The picture shows our Jakarta Port, Tanjung Priok port. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year. This is the potential ports ... in Java island, in Sulawesi island, in Maluku island, also in Papua island.*
8. -
9. *Now we talk about **mass** transportation. We want to build our **mass** transportation in 6 **big** cities in Indonesia. We have started in Jakarta last year, and we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya. So, this is also your opportunity, because you know our national budget is limited.*
10. *Now we talk about our maritime agenda. We want to build sea toll. What is sea toll? Sea toll is maritime transportation system to make our transportation cost **lower**, to make our transportation cost **more** efficient. We want to build ... the price, the cost of the transportation is **more** efficient.*
11. -

12. *Electricity. We need power plants. We need around 35,000 megavolts to build our industries, to build our projects, to build ... we need our power plants for manufacturing, for industrial zones.*
13. ***Many** investors, **a lot of** investors, when they come to me, **most** of them they always complain about land acquisition. I will push ... And now the toll road has been used (starting) 7 month ago.*

d. The Most Dominant Appraisal System in Jokowi's Speech

The most dominant Appraisal System recognized in president Jokowi's speech at the Apec CEO Summit on November 10, 2014 in Beijing, China is Attitude system. The Appraisal system is displayed as follows:

TABLE D. APPRAISAL SYSTEMS

TABLE 4.4. APPRAISAL SYSTEM					
NO.	APPRAISAL SYSTEM	SUB SYSTEM	Σ	% (PART)	% (ALL)
1	ENGAGEMENT	MONO-GLOSSIC	4	9.1 %	37.3 %
		HETERO-GLOSSIC	40	90.9 %	
2	ATTITUDE	AFFECT	37	69.8 %	44.9 %
		JUDGMENT	0	0 %	
		APPRECIATION	16	30.2 %	
3.	GRADUATION	FORCE	18	82.7 %	17.8 %
		FOCUS	3	14.3 %	
TOTAL			118		100 %

Table d displays that there are 44 systems of Engagement which consist of 4 systems of monoglossic and 40 systems of heteroglossic engagements. The number of the engagement systems is smaller if it is compared with the number of the Attitude systems, but it is much greater being compared with the Graduation systems. It is because the Engagement system is seen from the word or phrase, not from the Move. One Move may consist of more than one sentence, and each sentence within the Move can consist of different marker of Engagement system, either dialogic contraction or dialogic expansion. That is why the number of Engagement system (44) is greater than the number of Move (18). Many sentences within the Move are written in simple sentences. It seems that the text of the speech is not prepared properly by Jokowi's staff who are expert in English, or it is possibly prepared by Jokowi himself. We do not say that Jokowi's English is not so good, but he possibly applies many short sentences in order to that those spoken sentences can be caught easily and they can be understood clearly. It is possibly why the speaker often makes repetitions in delivering his speech. For example, in Move 13:

*“Many **investors**, a lot of **investors**, when they come to me, **most** of them they always complain about land acquisition. I will push **my** ministers, **my** governors, **my** mayors, to help clear this problem. ... So last year I **invite** them. I go to them*

*then I **invite** them to lunch and dinner. **Four times**. Ah, this is me. I **invite** them and then we talk about the problem. **Four times**. **Four times meeting**. And the problem is cleared. And now the toll road has been used (starting) 7 month ago”.*

We can see from the quotation above the repetitions of the words (written in bold font): **investors, my, invite, and four times**.

Martin (2001) says that Appraisal system is interpersonal meaning and its purpose is to negotiate our social relationship by telling our listener or readers how we feel about things and people. It can be said that Appraisal system is a way to express our feeling into a kind of written or spoken language. The Attitude system is used to deliver the feeling of the speaker, in this case president Jokowi's feeling. In table 4.4, we found 53 (44.9 %) Attitude systems which consist of 37 Affect, zero judgment, and 16 Appreciation systems. Here, the different value between Affect system and Appreciation system is very significant. It seems that the speaker's emotion in conveying his purposes to the audience/ listeners is much greater than the valuations he gives towards the present conditions of Indonesian major infrastructures which need to be developed.

As it is mentioned before, the Attitude system is the most dominant appraisal device found in the Appraisal systems of president Jokowi's speech at the Apec CEO Summit on November 10, 2014 in Beijing – China, and this serves as an answer of the second statement of the problem, namely: ” *What is the most dominant appraisal device found in the speech?*”

e. Positioning the Reader

In term of Attitude especially affect system; there are 37 values that belong to Affect system. Probably, it is because the speaker likes to show more emotions which are subjective rather than just to give objective evaluations. Here, the speaker probably asks the readers to agree with him who feels necessary to show the present condition of Indonesian infrastructures which still need a lot of fund to develop. Therefore, he also asks the readers to agree with him who feels important to offer opportunities to all audiences who attend the Apec CEO Summit on November 10, 2014 in Beijing, China to invest in Indonesia. The moves which consist of affect systems can be seen in 4.1.2.(1) Affect.

Concerning the judgment system which is zero, it seems that president Jokowi feels unnecessary to refer to anybody specifically, therefore no judgment is given. He feels confident enough to express his idea to the audience. It is possibly because he positions himself at the same level as the audience who are mostly the top leaders in their countries.

Concerning the appreciation system, there are 16 values of appreciation. The number is not so significant, it is possibly because president Jokowi just evaluates the important infrastructures he feels like to offer to the audience to invest their funds in Indonesia.

IV. CONCLUSIONS

We conclude that the Appraisal systems recognized in the study entitled “Appraisal Systems Recognized in President Jokowi's Speech at the Apec CEO Summit 2014 in Beijing China.” are: Engagement, Attitude, and Graduation.

We found that the most dominant appraisal system recognized in president Jokowi's speech at the Apec CEO Summit on November 10, 2014 in Beijing, China is Attitude system. There are 53(44.9 %) systems of Attitude. Although the most dominant system recognized in the speech is Attitude system, the value between Attitude and Engagement system is not significantly different. It means that the speaker's involvement of his emotion in his speech is great in order to make the audience follow his idea well, and he also applies easy short sentences to make the audience follow his speech even better.

The reader's position towards the speech text through each Appraisal system recognized in the speech based on the analysis is as follows:

- The number of Affect system is great, namely 37 values or 69.8 %. Probably, it is because president Jokowi likes to show more emotions which are subjective rather than just to give objective evaluations.
- He probably asks the readers to agree with him who feels necessary to show the present condition of Indonesian infrastructures which still need a lot of fund to be developed.
- He also asks the readers to agree with him who feels important to offer opportunities to all audiences who attend the Apec CEO Summit on November 10, 2014 in Beijing, China to invest in Indonesia.
- The number of Appreciation system is not so significant, it is possibly because president Jokowi just evaluates the important infrastructures he feels like to offer to the audience to invest their funds in Indonesia.

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