

**STRATEGI PUBLIKASI KINERJA JOKO WIDODO  
DAN RESPONS WARGANET PADA MEDIA SOSIAL TWITTER:  
KAJIAN *APPRAISAL***

**TESIS**

Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh Gelar Magister  
Humaniora pada Program Studi Linguistik



Disusun oleh:

Fauzan Novaldy Pratama

1907079

**PRODI LINGUISTIK  
SEKOLAH PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
2021**

**STRATEGI PUBLIKASI KINERJA JOKO WIDODO  
DAN RESPONS WARGANET PADA MEDIA SOSIAL TWITTER:  
KAJIAN *APPRAISAL***

Oleh  
Fauzan Novaldy Pratama  
S.S Universitas Widyatama, 2016

Sebuah Tesis diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Magister Humaniora (M.Hum) pada Program Studi Linguistik

©Fauzan Novaldy Pratama 2021  
Universitas Pendidikan Indonesia  
Agustus 2021

Hak cipta dilindungi undang-undang.  
Tesis ini tidak boleh diperbanyak seluruhnya atau sebagian,  
dengan dicetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis

**HALAMAN PENGESAHAN**

**FAUZAN NOVALDY PRATAMA**

**STRATEGI PUBLIKASI KINERJA JOKO WIDODO  
DAN RESPONS WARGANET PADA MEDIA SOSIAL TWITTER:  
KAJIAN *APPRAISAL***

disetujui dan disahkan oleh pembimbing:

**Pembimbing I**



Dadang Sudana, M.A., Ph.D.  
NIP. 196009191990031001

**Pembimbing II**



Dr. Andika Dutha Bachari, S.Pd., M.Hum.  
NIP. 198001292005011004

Mengetahui,

**Ketua Program Studi Linguistik  
Sekolah Pascasarjana  
Universitas Pendidikan Indonesia**



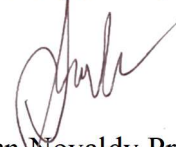
Wawan Gunawan, M.Ed., St. Ph.D.  
NIP. 197209162000031001

## LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul “Strategi Publikasi Kinerja Joko Widodo dan Respons Warganet pada Media Sosial Twitter: Kajian *Appraisal*” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, September 2021

Yang menyatakan,



Fauzan Novaldy Pratama

## ABSTRAK

### **Judul: Strategi Publikasi Kinerja Joko Widodo dan Respons Warganet pada Media Sosial Twitter: Kajian *Appraisal***

Penelitian ini mengungkap strategi publikasi kinerja Joko Widodo dan respons warganet terhadapnya. Penelitian ini bertujuan untuk melihat bagaimana *appraisal system* dari sisi *attitude*, *engagement*, dan *graduation* terealisasi cuitan dan komentarnya, lalu memetakan pola interpersonal yang terealisasi pada penggunaan sistem tersebut pada sisi komentar, baik dari sisi positif maupun negatif. Pendekatan kualitatif deskriptif diaplikasikan untuk mendeskripsikan data secara mendalam. Data diambil dari laman resmi Twitter @jokowi berupa dua cuitan tematik tentang kinerja presiden serta sampel komentar dari setiap cuitan. Selanjutnya, data dianalisis dengan pendekatan *appraisal system* oleh Martin dan White secara menyeluruh, baik *attitude*, *engagement*, dan *graduation*. Hasil analisis mencerminkan bahwa akun tersebut membangun kesan fakta mengenai kapasitas tinggi dan program yang terukur. Lalu, respons positif terealisasikan dengan proposisi yang mengekskalasi nilai Jokowi, merendahkan pihak lain, dan kombinasi keduanya, sedangkan respons negatif cenderung merendahkan Jokowi dalam bentuk kekecewaan dan keluhan berdasarkan pada pengalaman pribadi.

**Kata kunci:** *appraisal system*, strategi publikasi kinerja, respons, twitter

## ABSTRACT

### **Title: Publication Strategy of Joko Widodo's Performance and Netizen's Responses on Social Media Twitter: Study of Appraisal**

This research discovers the publication strategy of Joko Widodo's performance and its responses from netizen. This research aims at seeing how appraisal systems, from the side of attitude, engagement, and graduation are realized from the tweets and these comments, are realized, then maps the interpersonal patterns realized by the use of the system on the side of comments, either positive or negative ones. Qualitative descriptive approach is applied to deeply describe the data. Data were collected from Jokowi's official Twitter account @jokowi in form of two original tweets representing the president's performance along with random comments from each original tweet. Furthermore, the data were analyzed by utilizing appraisal system theory by Martin and White as whole, whether attitude, engagement, and graduation. The result reflects that Joko Widodo built an fact impression as a high-capacity person in performing his programme. Then, positive responses are realized by proposition in form of exalating Jokowi's value, degreading other party, and the combination of both, whilst negative responses tend to degrade Jokowi's value in form of disappointment and complaint as their personal experience.

**Keyword:** appraisal system, performance publication strategy, respons, twitter

## KATA PENGANTAR

*Alhamdulillah* rabbil'alamin, segala puji serta syukur penulis panjatkan atas kehadiran Allah SWT, karena atas berkat rahmat, nikmat, dan petunjuk-Nya penulis dapat menyelesaikan penelitian berupa tesis ini dengan judul “Strategi Publikasi Kinerja Joko Widodo dan Respons Warganet pada Media Sosial Twitter: Kajian *Appraisal*”. Karya tulis ini ditujukan untuk memenuhi salah satu syarat untuk meraih gelar Magister Humaniora (M.Hum) pada ranah Linguistik di Program Studi Linguistik, Sekolah Pascasarjana, Universitas Pendidikan Indonesia.

Tesis ini dapat diselesaikan di bawah bimbingan Bapak Dadang Sudana, M.A., Ph.D sebagai Pembimbing I dan Dr. Andika Dutha Bachari, S.Pd, M.Hum sebagai Pembimbing II. Penulis menyadari bahwa karya tulis ini jauh untuk memenuhi kriteria sempurna, baik dari penyajian maupun substansinya. Maka dari itu, penulis menerima kritik dan saran yang ditujukan untuk meningkatkan nilai kebermanfaatan dan keilmiahan karya tulis ini. Akhir kata, penulis berharap tesis ini dapat menjadi satu kontribusi penulis terhadap perkembangan ilmu pengetahuan kebahasaan, khususnya dalam ranah aplikasi *appraisal system*.

Bandung, September 2021  
Penulis,

Fauzan Novaldy Pratama

## UCAPAN TERIMA KASIH

*Alhamdulillah* *rabbil'alamin*, penulis memanjatkan puji dan syukur atas kehadiran Allah SWT paa akhirnya, karya tulis berupa tesis ini dapat diselesaikan. Tidak lupa penulis ucapkan terima kasih kepada berbagai pihak yang telah berkontribusi terhadap proses penyusunan karya tulis ini. Penulis mengucapkan terima kasih kepada:

1. Bapak Dadang Sudana, M.A., Ph.D sebagai Pembimbing I dan Dr. Andika Dutha Bachari, S.Pd, M.Hum sebagai Pembimbing II yang telah meluangkan waktu dan memberikan perhatian lebih terhadap karya tulis ini;
2. Bapak Wawan Gunawan, M.Ed., St. Ph.D. selaku Ketua Program Studi Linguistik Sekolah Pascasarjana Universitas Pendidikan Indonesia Bandung yang memberikan kemudahan administratif sehingga dapat memperlancar proses pengukuhan karya tulis ini;
3. Hana Nur Afifah, istri tercinta yang memberikan dukungan penuh secara moral, pengertian, dan pengorbanan yang luar biasa terhadap proses pembuatan karya tulis ini;
4. Nia Yuniartini selaku ibunda dan Jamaludin selaku ayahanda yang memberikan dukungan penuh berupa bantuan fasilitas dan finansial sehingga penulis dapat memberikan fokus penuh terhadap penyelesaian karya tulis ini;
5. Dosen-dosen Program Studi Linguistik yang membantu menjadi rekan diskusi dalam penyelesaian karya tulis ini;
6. rekan-rekan di Program Studi Linguistik, khususnya Angkatan 2019 sebagai teman seperjuangan dan teman diskusi; dan
7. semua pihak yang tidak dapat penulis sebutkan satu persatu, yang telah memberikan perhatian dan bantuannya terhadap penyelesaian karya tulis ini.

Pada akhirnya, penulis tidak dapat membalas satu persatu kebaikan dari semua pihak yang terlibat. Maka dari itu, penulis berdoa semoga Allah SWT



memberikan nikmat, rahmat, dan kebaikan yang berkali lipat dari bantuan yang telah diberikan. Amin dan terima kasih.

Bandung, September 2021

## DAFTAR ISI

<b>HALAMAN PENGESAHAN</b> .....	<b>I</b>
<b>LEMBAR PERNYATAAN</b> .....	<b>II</b>
<b>ABSTRAK</b> .....	<b>III</b>
<b>KATA PENGANTAR</b> .....	<b>V</b>
<b>UCAPAN TERIMA KASIH</b> .....	<b>VI</b>
<b>DAFTAR ISI</b> .....	<b>VIII</b>
<b>DAFTAR TABEL</b> .....	<b>XI</b>
<b>DAFTAR GAMBAR</b> .....	<b>XII</b>
<b>DAFTAR SINGKATAN</b> .....	<b>XIV</b>
<b>BAB 1 PENDAHULUAN</b> .....	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Rumusan Masalah Penelitian .....	7
1.3 Tujuan Penelitian .....	7
1.4 Batasan Penelitian .....	7
1.5 Manfaat Penelitian .....	8
1.6 Definisi Operasional.....	8
1.7 Struktur Penulisan .....	10
<b>BAB 2 KAJIAN PUSTAKA</b> .....	<b>12</b>
2.1 Penilaian.....	12
2.1.1 Penilaian sebagai Strategi Publikasi.....	12
2.1.2 Penilaian sebagai Respons terhadap Fenomena.....	13
2.2 Wacana.....	14
2.2.1 Wacana sebagai Praktik Sosial .....	16
2.2.2 Wacana sebagai Kognisi Sosial .....	17
2.3 Linguistik Fungsional .....	19
2.3.1 Bahasa dalam Pandangan Fungsional .....	20
2.3.2 <i>Appraisal System</i> .....	22
2.3.3 <i>Attitude</i> .....	26
2.3.3.1 <i>Affect</i> .....	27
2.3.3.2 <i>Judgment</i> .....	32

2.3.3.3	Appreciation.....	35
2.3.4	<i>Engagement</i> .....	37
2.3.4.1	Monoglossic.....	38
2.3.4.2	Heterglossic.....	39
2.3.5	<i>Graduation</i> .....	44
2.3.5.1	Focus.....	44
2.3.5.2	Force.....	45
2.4	Twitter.....	47
2.5	Penelitian Terkait.....	48
<b>BAB 3 METODE PENELITIAN.....</b>		<b>52</b>
3.1	Desain Penelitian.....	52
3.2	Sumber Data.....	53
3.3	Teknik Pengumpulan Data.....	53
3.4	Analisis Data.....	57
<b>BAB 4 HASIL DAN PEMBAHASAN.....</b>		<b>60</b>
4.1	Temuan Umum.....	60
4.2	<i>Appraisal System</i> pada Cuitan.....	61
4.2.1	Klasifikasi <i>Attitude</i> .....	64
4.2.2	Klasifikasi <i>Engagement</i> .....	67
4.2.3	Klasifikasi <i>Graduation</i> .....	71
4.3	<i>Appraisal System</i> pada Komentar.....	73
4.3.1	Klasifikasi <i>Attitude</i> .....	73
4.3.2	Klasifikasi <i>Engagement</i> .....	91
4.3.3	Klasifikasi <i>Graduation</i> .....	101
4.4	Pola Interpersonal.....	109
4.4.1	Pola Interpersonal pada Komentar Positif.....	109
4.4.2	Pola Interpersonal pada Komentar Negatif.....	112
4.5	Pembahasan.....	114
4.5.1	<i>Attitude, Graduation, dan Engagement</i> .....	114
4.5.2	Publikasi Kinerja dan Responsnya.....	116
<b>BAB 5 SIMPULAN DAN SARAN.....</b>		<b>120</b>
5.1	Simpulan.....	120

5.2 Saran..... 123

**DAFTAR PUSTAKA**

**LAMPIRAN**

## DAFTAR TABEL

Tabel 2.1 Perbandingan Metafungsi Halliday dan Martin .....	23
Tabel 2.2 Moda dalam <i>Affect</i> .....	30
Tabel 2.3 Leksis dan Polaritas .....	31
Tabel 2.4 Contoh Leksis <i>Social Sanction</i> dan Polaritasnya .....	34
Tabel 2.5 Contoh Leksis <i>Social Esteem</i> dan Polaritasnya .....	34
Tabel 3.1 Jumlah Populasi .....	54
Tabel 3.2 Jumlah Sampel .....	55
Tabel 3.3 Contoh Sampel Data .....	56
Tabel 3.4 Simbol Notasi Pola Interpersonal .....	59
Tabel 4.1 Temuan Umum .....	60
Tabel 4.2 Temuan dari Data Tweet.....	61
Tabel 4.3 Temuan dari Data Komentar berdasarkan Data Tweet.....	61
Tabel 4.4 Temuan umum <i>appraisal system</i> pada data Tweet .....	64
Tabel 4.5 Data Tweet berdasarkan <i>Attitude</i> .....	65
Tabel 4.6 Data Tweet berdasarkan <i>Engagement</i> .....	68
Tabel 4.7 Data Tweet berdasarkan <i>Graduation</i> .....	71
Tabel 4.8 Data Komentar berdasarkan <i>Attitude</i> .....	78
Tabel 4.9 Data Komentar berdasarkan <i>Engagement</i> .....	95
Tabel 4.10 Data Komentar berdasarkan <i>Graduation</i> .....	105

## DAFTAR GAMBAR

Gambar 2.1 Skema Metafungsi Dikaitkan dengan Bahasa, <i>Register</i> , dan <i>Genre</i> .....	22
Gambar 2.2 Relasi antara Wacana, Tata Bahasa, dan Aktivitas Sosial .....	23
Gambar 2.3 Pemetaan Sistem <i>Appraisal</i> .....	26
Gambar 2.4 <i>Judgment</i> dan <i>Appreciation</i> sebagai Bentuk Turunan <i>Affect</i> .....	27
Gambar 2.5 Pemetaan subsistem <i>Affect</i> .....	31
Gambar 2.6 Pemetaan Subsistem <i>Judgment</i> .....	35
Gambar 2.7 Pemetaan Subsistem <i>Appreciation</i> .....	37
Gambar 2.8 Pemetaan Sistem <i>Engagement</i> .....	44
Gambar 2.9 Pemetaan Sistem <i>Graduation</i> .....	47
Gambar 3.1 Rumus Slovin (atas) dan Rumus Distribusi <i>Proportional Random Sampling</i> (bawah).....	55
Gambar 4.1 Polaritas pada Komentar .....	61
Gambar 4.2 Distribusi <i>Attitude</i> pada Data Tweet .....	64
Gambar 4.3 Distribusi <i>Engagement</i> pada Data Tweet.....	67
Gambar 4.4 Distribusi <i>Attitude</i> pada Data Komentar .....	73
Gambar 4.5 Temuan Polaritas pada Tiap Kategori <i>Attitude</i> .....	74
Gambar 4.6 Distribusi Subkategori <i>Attitude</i> .....	78
Gambar 4.7 Distribusi Polaritas berdasarkan <i>Inclination</i> .....	79
Gambar 4.8 Distribusi Polaritas berdasarkan <i>Happiness</i> .....	80
Gambar 4.9 Distribusi Polaritas berdasarkan <i>Security</i> .....	81
Gambar 4.10 Distribusi Polaritas berdasarkan <i>Satisfaction</i> .....	82
Gambar 4.11 Distribusi Polaritas berdasarkan <i>Capacity</i> .....	84
Gambar 4.12 Distribusi Polaritas berdasarkan <i>Tenacity</i> .....	85
Gambar 4.13 Distribusi Polaritas berdasarkan <i>Property</i> .....	86
Gambar 4.14 Distribusi Polaritas berdasarkan <i>Impact</i> .....	87
Gambar 4.15 Distribusi Polaritas berdasarkan <i>Quality</i> .....	88
Gambar 4.16 Distribusi Polaritas berdasarkan <i>Valuation</i> .....	90
Gambar 4.17 Distribusi <i>Engagement</i> secara Keseluruhan.....	91
Gambar 4.18 Distribusi subkategori <i>Engagement</i> .....	95
Gambar 4.19 Distribusi <i>Graduation</i> secara Keseluruhan .....	101

Gambar 4.20 Distribusi Subkategori <i>Graduation</i> .....	105
Gambar 4.21 Gambaran Strategi Publikasi.....	117

## DAFTAR SINGKATAN

Untuk mempermudah keterbacaan paparan, terdapat beberapa singkatan sebagai representasi dari terminologi-terminologi sebagai berikut:

1. +	: positif	28. pro-t	: <i>proximity-time</i>
2. -	: negatif	29. pro-s	: <i>proximity-space</i>
3. inc	: <i>inclination</i>	30. dis-t	: <i>distribution-time</i>
4. desr	: <i>desire</i>	31. dis-s	: <i>distribution-space</i>
5. hap	: <i>happiness</i>	32. proc	: <i>process</i>
6. sec	: <i>security</i>	33. sharp	: <i>sharpen</i>
7. sat	: <i>satisfaction</i>	34. soft	: <i>soften</i>
8. norm	: <i>normality</i>	35. ↑	: <i>up-scaling</i>
9. cap	: <i>capacity</i>	36. ↓	: <i>down-scaling</i>
10. ten	: <i>tenacity</i>		
11. ver	: <i>veracity</i>		
12. prop	: <i>property</i>		
13. imp	: <i>impact</i>		
14. qual	: <i>quality</i>		
15. bal	: <i>balance</i>		
16. comp	: <i>complexity</i>		
17. val	: <i>valuation</i>		
18. den	: <i>deny</i>		
19. coun	: <i>counter</i>		
20. con	: <i>concur</i>		
21. pron	: <i>pronounce</i>		
22. end	: <i>endorse</i>		
23. ent	: <i>entertain</i>		
24. ack	: <i>acknowledge</i>		
25. dist	: <i>distance</i>		
26. num	: <i>number</i>		
27. pres	: <i>presence/mass</i>		



## DAFTAR PUSTAKA

- Aldila, N. (2020). *Mengenal Pelabuhan Patimban, Mega Proyek Jokowi Bernilai Puluhan Triliun*.  
<https://ekonomi.bisnis.com/read/20201220/98/1333375/mengenal-pelabuhan-patimban-mega-proyek-jokowi-bernilai-puluhan-triliun>
- Alfin, J., Zuhri, A. M., Rosyidi, Z., & Stelmachowska, D. M. (2018). Wacana Islamophobia Dan Persepsi Terhadap Islam Indonesia Melalui Studi Bahasa Di Kalangan Mahasiswa Polandia. *MIQOT*, 42(1), 207–2019.
- Alhabib, A. A. (2020). Appraisal Devices Realizing Attitudes in Barack Obama's First Inaugural Speech. *International Journal of Linguistics*, 12(5), 142–153.
- Allan, K. (2002). *Natural Language Semantics*. Blackwell.
- Allport, G. W. (1935). *Attitudes: A Handbook of Social Psychology*. Clark University Press.
- Álvarez, G., Oeberst, A., Cress, U., & Ferrari, L. (2020). Linguistic evidence of in-group bias in English and Spanish Wikipedia articles about international conflicts. *Discourse, Context & Media*, 35, 1–8.
- Alwasilah, A. C. (2012). *Pokoknya Kualitatif*. PT. Dunia Pustaka Jaya.
- Alyousef, H. S., & Alyahya, A. M. (2018). The Conceptualization of Genre in Systemic Functional Linguistics. *RETORIKA: Jurnal Ilmu Bahasa*, 2(2), 91–99.
- Amalia, R. M., & Hakim, F. Z. M. (2017). Appraisal Analysis in Media Conference between The Government of Indonesia and Australia towards Bilateral Relations Normalization. *Intermestic: Journal of International Studies*, 1(2), 95–107.
- Arancibia, M. C., & Montecino, L. (2017). The construction of anger in comments on the public behavior of members of the social elite in Chile. *Discourse & Society*, 28(6), 19.
- Arunsirot, S. (2012). The Use of Appraisal Theory to Analyze Thai Newspaper Commentaries. *MANUSYA: Journal of Humanities Regular*, 15(1), 70–89.
- Aslam, S. (2020). *Twitter by the Numbers: Stats, Demographics & Fun Facts*. Omnicore.
- Azwar, S. (2015). *Sikap Manusia* (Edisi ke 2). Pustaka Pelajar.
- Bachari, A. D. (2017). *Bahasa & Pidana*. UPI Press.
- Bachari, A. D. (2018). Analysis of Form and Theme of Hate Speech Against President Joko Widodo on Social Media: A Forensic Linguistic Study. *International Conference on Language, Literature, Culture and Education*, 257, 223–236.
- Badklang, C., & Srinon, U. (2018). Analysis of attitudinal resources in an EFL University classroom talk in the deep South of Thailand: An Appraisal

Perspective. *The New English Teacher*, 12(2), 106–128.

- Bangga, L. A., & Lukmana, I. (2019). Recontextualising NAPLAN: A functional analysis of evaluations in media texts. *INDONESIAN JOURNAL OF APPLIED LINGUISTICS*, 9(1), 128–137.
- Bartley, L., & Benitez-Castro, M.-A. (2016). Evaluation and attitude towards homosexuality in the Irish context: A corpus-assisted discourse analysis of appraisal Patterns in 2008 Newspaper Articles. *Rish Journal of Applied Social Studies*, 16(1), 1–20.
- Bednarek, M. (2009). Language patterns and ATTITUDE. *Functions of Language*, 16(2), 165–192.
- Butler, C. S. (2003). *Structure and Function, A Guide to Three Major Structural-Functional Theories*. John Benjamins Publishing Company.
- Caldwell, D. (2014). The interpersonal voice: applying appraisal to the rap and sung voice. *Social Semiotics*, 24(1), 40–55.
- Chalimah, Djatmika, Santosa, R., & Wiratno, T. (2018). Evaluating Attitudes in News Text: Appraisal in Critical Discourse Study. *PRASASTI International Conference on Recent Linguistics Research*, 166, 54–59.
- Chen, S., Liu, J., & Xu, Y. (2021). A logical reasoning based decision making method for handling qualitative knowledge. *International Journal of Approximate Reasoning*, 129, 4963.
- Cheng, F.-W., & Chiu, M. (2018). Scaffolding Chinese as a second language writing through a Systemic Functional Linguistics approach. *System*, 72, 99–113.
- Chiluwa, I., & Ifukor, P. (2015). ‘War against our Children’, Stance and evaluation in #BringBackOurGirls campaign discourse on Twitter and Facebook.’ *Discourse & Society*, 26(3), 1–30.
- Creswell, John W.; Creswell, J. D. (2018). *Research Design; Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth ed). SAGE Publications, Inc.
- Crystalia, E., & Sunardi. (2018). Evaluative Language as Portrayed in The Texas Chainsaw Massacre Movie Review by Roger Ebert: An Appraisal Analysis. *E-Structural*, 1(1), 58–87.
- Dai, X., & Zhou, J. (2019). Analysis of Criminal Court Discourse on Steven Avery Case from the Perspective of Appraisal Theory. *International Conference on Contemporary Education, Social Sciences and Humanities*, 329, 1917–1922.
- Deocampo, M. F. (2015). Triangulating Critical Discourse Analysis (CDA). *The New English Teacher*, 9(1), 38–62.
- Dotti, F. C. (2013). Overcoming Problems in Automated Appraisal Recognition: the Attitude System in Inscribed Appraisal. *Procedia - Social and Behavioral Sciences*, 95, 442–446.

- Dragos, V., Battistelli, D., & Kellodjoue, E. (2020). A formal representation of appraisal categories for social data analysis. *Procedia Computer Science*, 176, 928–937.
- Effendy, O. U. (2011). *Ilmu Komunikasi: Teori dan Prakteknya*. Remaja Rosdakarya.
- Eggs, S. (2004). *An Introduction to Systemic Functional Linguistics* (N. Y. London (ed.); 2nd Editio). Continuum.
- Ekawati, R. (2015). Language Appraisal on Attitudinal Systems for Exploring Ideology in Death Pinalty in Sydney Morning Herald and Herald Sun Editorials. *Humaniora*, 27(3), 362–372.
- Fairclough, N. (1989). *Language and Power*. Longman Limited.
- Fairclough, N. (1992). *Discourse and Social Change*. Polity Press.
- Fairclough, N. (1995). *Media Discourse*. Arnold.
- Fairclough, N. (2003). *Analysing Discourse*. Routledge.
- Fairclough, N. (2010). *Critical Discourse Analysis: The Critical Study of Language* (2nd Ed). Routledge.
- Fairclough, N. (2013). *Language and Power* (2nd ed). Routledge.
- Fairclough, N., & Wodak, R. (1997). Critical Discourse Analysis. In T. A. van Dijk (Ed.), *Discourse Studies: A Multidisciplinary Introduction* (Vol. 2, p. 258). Sage.
- Fitriana, K., Gunawan, W., & Sudana, D. (2020). An Attitudinal Analysis of Social Actor on Indonesia Capital City Movement. *ICOLLITE*, 509, 373–378.
- Fitriati, S. W., & Solihah, Y. A. (2019). Non-native writers and the use of appraisal resources in research article introductions. *Indonesian Journal of Applied Linguistics*, 8(3), 638–645.
- Fraenkel, J., & Wallen, N. (2008). *How to Design and Evaluate Research in Education*. McGraw-Hill Higher Education.
- Freeman, M., DeMarrais, K., Preissle, J., Roulston, K., & Pierre, E. A. St. (2007). Standards of Evidence in Qualitative Research: An Incitement to Discourse. *Educational Researcher*, 36(1), 25–32.
- Gales, T. (2011). Identifying interpersonal stance in threatening discourse: An appraisal analysis. *Discourse Studies*, 13(1), 27–46.
- Gallardo, S., & Ferrari, L. (2010). How doctors view their health and professional practice: An appraisal analysis of medical discourse. *Journal of Pragmatics*, 42(12), 3172–3187.
- Gerot, L., & Wignell, P. (2001). *Making Sense of Functional Grammar: an Introductory Workbook*. Antipodean Educational Enterprises.
- Gunawan, W., & Putri, M. D. (2018). Interlingual Re-Instantiation of Attitude in News Reports on Attacking Incidents in Indonesia's Newspapers.

CONAPLIN, 254, 57–64.

- Halliday, M. A. K. (1978). *Language as Social Semiotics*. Edward Arnold.
- Halliday, M. A. K. (1994). *An Introduction to Functional Grammar* (2nd ed). Edward Arnold.
- Halliday, M. A. K. (2013). Meaning as Choice. In *Choice: Theory and Debate* (pp. 15–36). Cambridge University Press.
- Halliday, M. A. K. (2014). *Halliday's Introduction to Functional Grammar* (4th ed). Routledge.
- Halliday, M. A. K., & Hasan, R. (1976). *Cohesion in English*. Longman Limited.
- Halliday, M. A. K., & Hasan, R. (1989). *Language, Context, and Text, Aspects of Language in a Social-Semiotic Perspective* (F. Christie (ed.); 2nd eds). Oxford University Press.
- Hamilton, A. B., & Finley, E. P. (2020). Reprint of: Qualitative methods in implementation research: An introduction. *Psychiatry Research*, 283, 1–8.
- Hasan, R. (2004). Analysing Discursive Variation. In L. Young & C. Harrison (Eds.), *Systemic Functional Linguistics and Critical Discourse Analysis, Studies in Social Change* (pp. 15–52). Continuum.
- Huan, C. (2015). Journalistic engagement patterns and power relations: Corpus evidence from Chinese and Australian hard news reporting. *Discourse & Communication*, 1–20.
- Huang, K. (2014). Snip-Snap: An Analysis of Interpersonal Meanings in a political TV Interview. *International Journal of English Linguistics*, 4(5), 89–99.
- Hurt, M., & Grant, T. (2018). Pledging to harm: A linguistic appraisal analysis of judgment comparing realized and non-realized violent fantasies. *Discourse & Society*, 1–18.
- Hyland, K. (2005). Stance and Engagement: A Model of Interaction in Academic Discourse. *Discourse Studies*, 7(2), 173–192.
- Ignatieva, N. (2019). A Functional Analysis Of Transitivity And Attitude Systems Interacting In Student Texts In Spanish. *International Journal of Systemic Functional Linguistics*, 2(1), 14–23.
- Johnson, J. (2015). Twitter. In K. Harvey (Ed.), *Encyclopedia of Social Media and Politics* (p. 1286). SAGE Publications, Inc.
- Jones, R. H., Chik, A., & Hafner, C. A. (2015). Introduction, Discourse analysis and digital practices. In R. H. Jones, A. Chik, & C. A. Hafner (Eds.), *Discourse and Digital Practices, Doing Discourses Analysis in the Digital Age* (p. 1). Routledge.
- Jorgensen, M., & Phillips, L. J. (2002). *Discourse Analysis as Theory and Method*. SAGE Publications.
- K, A. (2020). *Tunjang Publikasi Kinerja, Humas DPU Bina Marga Jatim Siap*

Fauzan Novaldy Pratama, 2021

**STRATEGI PUBLIKASI KINERJA JOKO WIDODO DAN RESPONS WARGANET PADA MEDIA SOSIAL TWITTER: KAJIAN APPRAISAL**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

*Optimalkan Medsos.*

<https://binamarga.jatimprov.go.id/portal/index.php/2550-tunjang-publikasi-kinerja-humas-dpu-bina-marga-jatim-siap-optimalkan-medsos>

- KBBI. (2021). *KBBI Daring*. <https://kbbi.kemdikbud.go.id/entri/nilai>
- Kompas.com. (2021). *Kilas Balik Kronologi Munculnya Kasus Pertama Covid-19 di Indonesia*. <https://megapolitan.kompas.com/read/2021/03/02/05300081/kilas-balik-kronologi-munculnya-kasus-pertama-covid-19-di-indonesia?page=all>
- Kurniawan, E., & Aprilia, A. (2019). Appraisal system in Bandung, the City of Pigs: a case of ATTITUDE. *Pertanika Journal of Social Sciences & Humanities*, 27(4), 2249–2264.
- Laudza, M. F. (2017). Sikap masyarakat terhadap isu khilafiyah pada ceramah keagamaan: Pendekatan appraisal. *Seminar Tahunan Linguistik 2018*, 495.
- Leavy, P. (2017). *Research Design; Quantitative, Qualitative, Mixed Methods, Art-Based, and Community-Based Participatory Research Approaches*. The Guildford Press.
- Li, Q., & Li, G. (2019). An Analysis of Graduation Resources in Concession Addresses. *International Journal of Language and Linguistics*, 7(3), 102–109.
- Li, T., & Xu, F. (2018). Re-appraising self and other in the English translation of contemporary Chinese political discourse. *Discourse, Context & Media*, 25, 106–113.
- Li, T., & Zhu, Y. (2020). How does China appraise self and others? A corpus-based analysis of Chinese political discourse. *Discourse & Society*, 31(2), 153–171.
- Lian, Y. (2018). Analysis of Xi's Diplomatic speeches from the prespective of appraisal theory. *Journal of Language Teaching and Research*, 9(4), 759–764.
- Listiani, G., Rukmini, D., & Widhiyanto. (2019). The Inclusion of Ideology in Jokowi's Speech Viewed from the Perspective of Appraisal Theory. *English Education Journal*, 9(4), 476–483.
- Manfredi, M. (2018). INVESTIGATING IDEOLOGY IN NEWS FEATURES TRANSLATED FOR TWO ITALIAN MEDIA. *Across Languages and Cultures*, 19(2), 185–203.
- Martin, J. R. (1984). Language, Register, and Genre. In R. Christie (Ed.), *Children Writing: A Read* (pp. 21–30). Deakin University Press.
- Martin, J. R. (1985). *Factual Writing: Exploring and Challenging Social Rea*. Deakin University Press.
- Martin, J. R. (1992). *English Text: System and Structure*. John Benjamins.
- Martin, J. R. (2000). Beyond exchange: APPRAISAL systems in English. In Hunston and Thompson (Ed.), *Evaluation in Text: Authorial Stance and the*

Fauzan Novaldy Pratama, 2021

**STRATEGI PUBLIKASI KINERJA JOKO WIDODO DAN RESPONS WARGANET PADA MEDIA SOSIAL TWITTER: KAJIAN APPRAISAL**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Construction of Discourse* (pp. 142–175). Oxford University Press.
- Martin, J. R. (2004). Mourning: How We Get Aligned. *Discourse & Society*, 15(2), 321–344.
- Martin, J. R. (2009). Genre and language learning: A social semiotic perspective. *Linguistics and Education*, 20(1), 10–21.
- Martin, J. R. (2019). Discourse Semantics. In G. Thompson, W. L. Bowcher, L. Fontaine, & D. Schönthal (Eds.), *Discourse Analysis within SFL* (pp. 358–381). Cambridge University Press.
- Martin, J. R., Matthiessen, C. M. I. M., & Painter, C. (1997). *Working with Functional Grammar*. Arnold.
- Martin, J. R., & Rose, D. (2003). *Working with Discourse, Meaning beyond the clause*. Continuum.
- Martin, J. R., & Rose, D. (2007). *Working with Discourse, Meaning beyond the clause* (2nd Ed). Continuum.
- Martin, J. R., & White, P. R. R. (2005). *The Language of Evaluation, Appraisal in English*. Palgrave Macmillan.
- Mayo, M. A., & Taboada, M. (2017). Evaluation in political discourse addressed to women: Appraisal analysis of Cosmopolitan’s online coverage of the 2014 US midterm elections. *Discourse, Context & Media*, 18, 40–48.
- Mazlum, F., & Afshin, S. (2016). Evaluative Language in Political Speeches: A Case Study of Iranian and American Presidents’ Speeches. *International Journal of Linguistics*, 8(4), 166–183.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis, a Methods Sourcebook* (Edition 3). Sage Publications, Inc.
- Moleong, L. J. (2011). *Metodologi Penelitian Kualitatif* (Edisi Revi). PT Remaja Rosdakarya.
- Munfarida, E. (2014). Analisis Wacana Kritis dalam Perspektif Norman Fairclough. *Komunika*, 8(1), 1–6.
- Muttaqien, M. Z., Ma’ruf, A., & Hardjanto, T. D. (2019). Systemic cohesion in social media conversations: Cases on Facebook and Twitter. *Indonesian Journal of Applied Linguistics*, 9(2), 413–423.
- Nehaus, L. (2016). Four Potential Meanings of Double Negation: The Pragmatics of nicht un-Constructions. *International Review of Pragmatics*, 8(1), 55–81.
- Ngo, T., & Unsworth, L. (2015). Reworking the appraisal framework in ESL research: refining attitude resources. *Functional Linguistics*, 2(1), 1–24.
- Noor, M., & Kamarulzaman, R. (2017). Exploring job interview skills of future engineers: application of appraisal analysis assessment and verbal impression management. *Journal of Technical Education and Training*, 9(1), 87–99.
- Oteíza, T. (2017). The appraisal framework and discourse analysis. In T. Bartlett & G. O’Grady (Eds.), *The Routledge Handbook of Systemic Functional*

- Linguistics* (pp. 457–472). Routledge.
- Oxford. (2021). *Oxford Learner's Dictionary*.  
<https://www.oxfordlearnersdictionaries.com/definition/english/appraisal?q=appraisal>
- Parvin, L. M. (2017). CDA Undertaken Through SFL: Employment Of Appraisal In Critical Discourse Analysis Of The News. *International Journal of Linguistics and Literature*, 6(4), 23–30.
- Pounds, G. (2010). Attitude and subjectivity in Italian and British hard-news reporting: The construction of a culture-specific 'reporter' voice. *Discourse Studies*, 12(1), 106–137.
- Priyatmojo, A. S. (2011). Political Discourse: Obama's Appraisal Attitude. *LANGUAGE CIRCLE Journal of Language and Literature*, 6(1), 13–26.
- Raco, J. R. (2010). *Metode Penelitian Kualitatif; Jenis, Karakteristik, dan Keunggulannya*. PT Gramedia Widiasarana indonesia.
- Ravelli, L. J. (2002). Discourse Analysis. In K. Malmkjaer (Ed.), *The Linguistics Encyclopedia* (3rd Eds, pp. 524–537). Routledge.
- Read, J., & Carroll, J. (2012). Annotating expressions of Appraisal in English. *Lang Resources & Evaluation*, 46, 421–447.
- Ross, A. S., & Caldwell, D. (2020). 'Going negative': An APPRAISAL analysis of the rhetoric of Donald Trump on Twitter. *Language & Communication*, 70, 13–27.
- Russell, B. (1973). Meinong's theory of complexes and assumptions. In D. Lankey (Ed.), *Russel, Essays in Analysis* (pp. 21–76). Allen and Unwin.
- Saifullah, A. R. (2016). Issues of Terrorism on The Internet in The Wave of Democratization of Post-Reform Indonesia: A Semiotic Analysis. *Indonesian Journal of Applied Linguistics*, 5(2), 307–315.
- Schierbaum, S., & Perälä, M. (2020). Introduction: Negative Judgement: Ancient, Medieval, and Modern Perspectives. *Topoi*, 29, 639–643.
- Scollon, R., & Scollon, S. W. (2005). Lighting the stove, Why habitus isn't enough for Critical Discourse Analysis. In R. Wodak & G. Myres (Eds.), *A New Agenda in (Critical) Discourse Analysis* (p. 103). John Benjamins Publishing Company.
- Sheyholislami, J. (2009). *Critical discourse analysis*. Carleton University.  
[https://www.researchgate.net/profile/Jaffer\\_Sheyholislami/publication/228921006\\_Critical\\_discourse\\_analysis/links/54a999720cf2eccc56e6c591.pdf](https://www.researchgate.net/profile/Jaffer_Sheyholislami/publication/228921006_Critical_discourse_analysis/links/54a999720cf2eccc56e6c591.pdf)
- Stefanie, C. (2018). *Media Sosial Jokowi, Antara Pencitraan dan Komunikasi Publik*. CNN Indonesia.  
<https://www.cnnindonesia.com/nasional/20180323084239-32-285240/media-sosial-jokowi-antara-pencitraan-dan-komunikasi-publik>
- Stieglitz, S., & Dang-Xuan, L. (2012). Political communication and influence through microblogging- an empirical analysis of sentiment in twitter

messages and retweet behavior. *45th Hawaii International Conference on System Sciences*, 3500–3509.

- Subandi, A. (1982). *Psikologi Sosial*. Bulan Bintang.
- Sugiyono. (2007). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Surbakti, E. B., Sinar, T. S., Setia, E., & Suriyadi. (2018). The Appraisal Attitude in Decision Text No.20/PUU-XIV/2016 on Information and Electronic Transactions Laws: A Study in Forensic Linguistics. *International Journal of Research and Review*, 5(10), 285–290.
- Susanti, E. (2015). *Analisis Wacana Kritis: Hegemoni Media Sosial Twitter mengenai Isi-Isu Nasional di Indonesia dan Implikasinya pada Mata Kuliah Analisis Wacana di Perguruan Tinggi*. Universitas Pendidikan Indonesia.
- Tallapessy, A. (2015). The Discourse of Corruption: Appraisal in Indonesian Media. *Sino-US English Teaching*, 12(6), 457–463.
- Tavassoli, F., Jalilifar, A., & White, P. R. (2019). British newspapers' stance towards the Syrian refugee crisis: An appraisal model study. *Discourse & Society*, 30(1), 64–48.
- Tehseem, T., Jabeen, S., & Rashid, A. (2020). Reporting Conflict: appraising journalists' voice in Pakistani newspaper discourse. *Journal of Business and Social Review in Emerging Economics*, 6(2), 669–687.
- Thahara, Y., Gunawan, F., Samad, I. A., Weda, S., & Rahman, F. (2019). Prabowo's Anger During 212 Reunion: Appraisal System of CNN Indonesia News Text. *International Journal of Linguistics and Literature*, 5(1), 217–224.
- Tian, Y. (2013). Engagement in online hotel reviews: A comparative study. *Discourse, Context and Media*, 2, 184–191.
- Tinov, M., & Wicaksono, B. (2015). Gaya Komunikasi Politik Presiden Joko Widodo dalam Menyikapi Isu-Isu Kebijakan Publik Melalui Media Massa. *Nakhoda: Jurnal Ilmu Pemerintahan*, 14(24).
- Trevisan, P., & García, A. M. (2019). Systemic functional grammar as a tool for experimental stimulus design: new applicable horizons in psycholinguistics and neurolinguistics. *Language Sciences*, 75, 35–46.
- Troyan, F. J. (2021). “Alors, on va faire une activité”: An SFL perspective on student engagement in contextualized world language instruction. *System*, 98, 102483.
- Urbach, C. E. (2008). Construing Attitude and Experience In Discourse: The Interaction of the TRANSITIVITY and APPRAISAL Systems. In C. Jones & E. Ventola (Eds.), *From Language to Multimodality, New Developments in the Study of Ideational Meaning* (pp. 87–109). Equinox.
- van Dijk, T. A. (1980). *MACROSTRUCTURES, An Interdisciplinary Study of Global Structures in Discourse, Interaction, and Cognition*. Lawrence Erlbaum Associates Publisher.



- van Dijk, T. A. (1984). *Prejudice in Discourse*. John Benjamins Publishing Company.
- van Dijk, T. A. (1988). *Ideology*. Sage Publications, Inc.
- van Dijk, T. A. (1995). Discourse Analysis as Ideology Analysis. In C. Schaffner & A. L. Wenden (Eds.), *Language and Peace* (pp. 17–33). Aldershot.
- van Dijk, T. A. (2003). The Discourse-Knowledge Interface. In G. Weiss & R. Wodak (Eds.), *Critical Discourse Analysis, Theory and Interdisciplinarity* (pp. 85–109). Palgrave Macmillan.
- van Dijk, T. A. (2008). *Discourse & Power*. Palgrave Macmillan.
- van Leeuwen, T. (2008). *Discourse and Practice, New Tools for Critical Discourse Analysis* (N. Coupland & A. Jaworski (eds.)). Oxford University Press.
- Websindo. (2019). *Indonesia Digital 2019 : Media Sosial*. Websindo.
- White, P. R. R. (2004). Subjectivity, evaluation and point of view in media discourse. In Caroline Coffin. In C. Coffin (Ed.), *Applying English grammar: Functional and corpus approaches* (Vol. 16, Issue 2, pp. 229–246). Arnold.
- White, P. R. R. (2015). Appraisal Theory. In K. Tracy, C. Ilie, & T. Sandel (Eds.), *The International Encyclopedia of Language and Social Interaction* (pp. 1–7). John Wiley & Sons, Inc.
- Widiastuti, D. A. (2020). *Pengguna aktif harian Twitter meningkat pada Q1 2020*. Tek.Id.
- Wodak, R. (2001). Methods of Critical Discourse Analysis, Introducing Qualitative Methods. In R. Wodak & M. Meyer (Eds.), *The Discourse-Historical Approach* (pp. 63–94). SAGE Publications.
- Xu, X., & Nesi, H. (2019). Differences in engagement: A comparison of the strategies used by British and Chinese research article writers. *Journal of English for Academic Purposes*, 38, 121–134.
- Yang, L., & Xiaojuan, L. (2015). Reporting Evidentials in Generic Structures of English Research Articles—From the Perspective of Engagement in Appraisal System. *International Journal of Linguistics and Communication*, 3(1), 134–144.
- Yuliana, D., & Gandana, I. S. S. (2018). Writers' voice and engagement strategies in students' analytical exposition texts. *Indonesian Journal of Applied Linguistics*, 7(3), 613–620.
- Zain, A. R., Nababan, M. R., & Santosa, R. (2020). The Comparative Analysis of Affect's Realisation in The Tell-Tale Heart and The Black Cat Short Stories (Approach: Appraisal System). *E-Structural*, 2(2), 128–139.
- Zappavigna, M. (2011). Ambient affiliation: A linguistic perspective on Twitter. *New Media & Society*, 13(5), 788–806.
- Zappavigna, M. (2012). *Discourse of Twitter and Social Media, How We Use Language to Create Affiliation on The Web*. Continuum International

Publishing Group.

- Zhang, X. (2015). Comparative Study on the Appraisal Resources of China Daily's Disaster News. *Theory and Practice in Language Studies*, 5(10), 2118–2130.
- Zhu, L., & Wang, W. (2020). A Critical Discourse Analysis of the US and China Political Speeches—Based on the Two Speeches Respectively by Trump and Wang Yi in the General Debate of the 72nd Session of UN Assembly. *Journal of Language Teaching and Research*, 11(3), 435–445.
- Ziliwu, E. (2020). Appraisal of Engagement in Les Brown Speech's Enough is Enough. *LingPoet: Journal of Linguistics and Literary Research*, 1(1), 6–15.
- Zulaikha, I. K., & Diana, S. (2017). The Appraisal of Bias and Power as Expressed in Several Indonesian News Articles about Indonesia New House Speaker Inaguration. *PUBLIKA BUDAYA*, 5(1), 6–11.