

## APPRAISAL ANALYSIS OF *THE JAKARTA POST*'S NEWS ARTICLE ON THE ENVIRONMENTAL ISSUE

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### Abstract

This research discusses journalists' ideology and position in four selected news articles from the English-language newspaper, *The Jakarta Post*. The news articles report on the no-deforestation pledge of the 26th Conference of Parties (COP26), which commits to working collectively to halt and reverse forest loss and land degradation by 2030. This research aims to find the appraisal devices used by the journalist and explain the journalist's ideology and position toward the deforestation pledge. The revelation of ideology is analyzed through Appraisal System by Martin and White (2005). There are 90 sentences obtained in this thesis. The result shows that the three appraisal subsystems are applied in the texts. We found that the ideology of the journalists in two opposite sides. From four selected news articles, two news articles support the capitalist ideology, and the other supports the environmentally friendly ideology.

**Keywords:** *appraisal; ideology; news article; The Jakarta Post*

### 1. Introduction

News media significantly impacts society because of its essential role in conveying information and shaping public awareness. News media as discourse represents certain social actors to give an impression to readers in both positive and negative terms. The role of news is to inform, educate, entertain, and provide information free from government influence and commerce (Thussu, 2007, p. 7). The reader understands the story journalists wrote as factual rather than fictional. Journalists are the primary source of information about the world beyond our immediate environment (McNair, 2009, p. 21). News is used for social purposes, communicating and connecting with others. However, the news is a part of the everyday social practices on these devices and platforms, where stories and issues can rise to prominence through listening, selection, and redaction in an always-on ambient environment (Hermida, 2019).

Furthermore, most news is syndicated or shared among organizations. As Xie (2018) stated, the news is a product, not a natural phenomenon that emerges directly from reality. The industry formed and created the news through the relationship between the media and other industries, that industry's bureaucratic and economic structure. Most importantly, the relationship with the government and other political organizations. News media has the power to determine the information. Even though many news articles are labeled as neutral

media, different writers give different attitudes when reporting an event. Attitudes can be defined as how a person sees and evaluates something or someone, the predisposition or tendency to react positively or negatively to a particular idea, object, person, or situation.

The object of this research is news articles from *The Jakarta Post*. The issue of The Minister of Environment and Forestry, Siti Nurbaya Bakar, emerged because of her response to the no-deforestation pledge COP26 (The 26th Conference of the Parties), the UN Climate Change Conference of the Parties was held in Glasgow from October 31st – to November 12th, 2021. The purpose was to put the world on a path to aggressively cut greenhouse gas emissions and slow Earth's warming. More than 200 countries attended this conference. Indonesia's President Joko "Jokowi" Widodo attended the COP26 in person to show Indonesia's commitment to the global fight against climate change. Leaders from over 100 countries, including Indonesia, which represents about 85% of the world's forests, promised to stop deforestation by 2030. Ending deforestation is seen as a vital way to tackle climate change.

Moreover, Indonesia's Environment and Forestry Minister later said the plan was unfair. Siti posted her response on one of her social media, stating that Indonesia's commitment to end deforestation would not come at the expense of its economic development. Her response received many negative comments from the social media user community.

FAO report (2020) mentioned that Indonesia includes in the top 10 countries with the largest forest area. This country has 92 hectares of forest area, equal to 2% of the global forest area. Indonesia's forest is known as the lungs of the world because Indonesia is one of the countries with the largest tropical forest area. Forests are invaluable natural resources and the source of life for many organisms because they contain biological diversity. To prevent a further decrease in forest cover, the Indonesian government has established several rehabilitation and restoration programs (Wulandari et al., 2021). Based on the Ministry of Environment and Forestry report (2021), deforestation in Indonesia in 2019-2020 declined by 75.0%, and gross deforestation decreased by 74.4%. In 2021 the reduction in Indonesia's forests was relatively low and tended to be stable.

Indonesia's fickle steps related to deforestation have been widely reported in the media. This issue can lead to many opinions depending on the language used in the written text. Four chosen articles are related to the issue of the Minister of Environment and Forestry's response toward the no-deforestation pledge COP26 from November 6th to November 22nd. The articles talk about the no-deforestation pledge resulting from the COP26 (The 26th Conference of the parties) in Glasgow, which commits to working collectively to halt and reverse forest loss and land degradation by 2030.

Based on the problem to analyze, the research questions emerged to get a clear path in analyzing the problem in this research. The question needed to be answered can be formulated into the following question. First, what kind of appraisal item is employed in *The Jakarta Post's* news article covering news about the no-deforestation pledge? Second, what are the journalists' ideology and position in the news articles about the no-deforestation pledge COP26?

## 2. Literature Review

### 2.1 Previous Studies

This study took several previous studies of appraisal analysis in analyzing news articles and the social media community. Ross and Chadwell (2019) used an appraisal analysis to analyze Donald Trump’s 3000 tweets that show negativity as his rhetorical political strategy. They found that Trump utilizes the appraisal system in various ways, aiming to attack and undermine the character of his political opponent. Jin (2019) focused on the attitudinal Perspective of the Appraisal Theory to analyze American attitudes toward China. The study found that most attitude resources are negative Affect. The negative attitudes evaluation can build a bad image. Cahyono et al. (2021) found three appraisal items: attitude, engagement, and graduation.

Meanwhile, the ideology of the text is represented by the use of attitude consisting of Affect, appreciation, and judgment. The appraisal system analysis aims to determine how journalists position themselves in the text news. Even though it reported the same events, it depends on how journalists choose a word that might carry their ideology.

### 2.2 The Appraisal Theory

The appraisal theory is concerned with linguistic resources where the text comes to express, negotiate, and naturalize the position of inter-subjective and ideological position. The Appraisal framework explains how the writers or speakers supply their assessment, agree and disagree, approve and criticize, and the reader and speaker's position as an information provider. It can be used to establish the relationship between the writer/speaker and the respondents and interpret the value of social experience to understand the patterns of interpersonal meaning better.

The theory of appraisal is divided into three domains. These are Attitude, Engagement, and Graduation (Martin & Rose, 2007, p. 25). engagement deals with sourcing attitudes and voice reproduction around opinions in discourse. Attitude deals with the way emotions or feelings of the writer as outlined in the text. Graduation deals with graduation potential. Each system is constructed on a specific subsystem. An overview of these Appraisal systems is shown in the figure below:

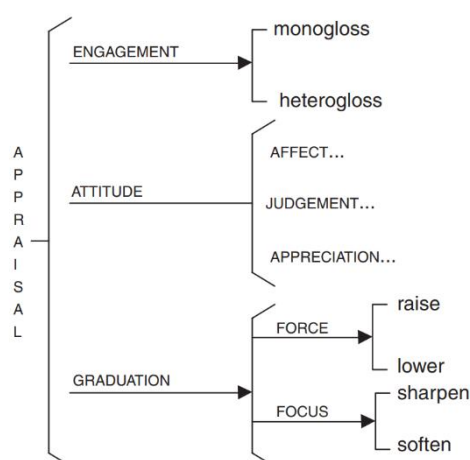


Figure 1. An overview of appraisal resources (Martin & White, 2005, p. 38)

### 2.2.1 Engagement

Engagement deals with interpersonal negotiations that correspond to the perspective of social dialogue (Otezia, 2017). Engagement is associated with the various statements and suggestions conveyed by the text. That is, the speaker either acknowledges or ignores the diversity of perspectives threatened by their utterances and negotiates a position within this diversity in its own interpersonal space. Engagement is a phrase type that reflects the boundaries between the writer and what he/she writes/speaks that is appropriate to the reader's interpersonal value.

There are two sub-types of engagement: Monoglossic and Heteroglossic. The monoglossic type is a simple declaration without any variation or bare-declarative, while the Heteroglossic type uses a variation in the declaration. Martin and White (2005) state that classifying utterances as Monoglossic when they do not refer to other voices and viewpoints. It is classified as heteroglossic if the interactive alternative is called or allowed. Heteroglossic comprises two sub-categories: dialogic expansion and dialogic contract (Martin & White, 2005, p. 102).

### 2.2.2 Attitude

Attitude refers to how emotions or feelings are viewed as a system of meaning. Attitude in appraisal value is considered as "praising" or "blaming", which means that writers or speakers make either positive or negative assessments of a person, place, object, event, or situation (Otezia, 2017, p. 460). According to Martin and White (2005), this system has three semantic domains, affect, judgment, and appreciation.

Affect deals with the emotion/expression of positive and negative feelings. It is an evaluation of a person's emotional response to something. It is about how people react emotionally to positive or negative things, conditions, and situations. They can express both good and bad feelings. It also can be expressed directly or indirectly to refer to a particular situation.

Judgment is concerned with one's attitude towards behavior. It is a norm that deals with how people should / should not behave. Behavior can be judged to be moral or immoral, legal or illegal, socially acceptable or unacceptable, praise or blame, normal or abnormal, admiration or criticism. Judgment differs into two significant groups, social esteem and social sanction. Judgments of esteem have to do with 'normality' (how unusual someone is), 'capacity' (how capable they are), and 'tenacity' (how resolute they are); judgments of sanction have to do with 'veracity' (how truthful someone is) and 'propriety' (how ethical someone is) (Martin & White, 2005, p. 52).

Appreciation involves evaluations of things, including the things we make, the performance we give, and natural phenomena in a specific domain. It assesses the form, appearance, composition, effect, and meaning of human artifacts, natural objects, and human individuals about aesthetics and other social value (rather than human behavior). According to Martin and White, appreciation can be organized into three types, our 'reactions' to things (do they catch our attention; do they please us?), their 'composition' (balance and complexity), and their 'value' (how innovative, authentic, timely).

### 2.2.3 Graduation

Graduation value is concerned with the scaling system of meaning. Martin and White (2005) state that the graduation system works in two ways of scalability: a grading system

based on the intensity or quantity (force) and a grading system based on prototyping and the accuracy with which categorical boundaries are drawn (focus). The graduation subsystem has to do with the fact that the value of attitudes can be raised or lowered in the discourse.

The force system of graduation assesses the degree of intensity and quantity. Assessment of the degree of intensity can operate over qualities (somehow stupid, very stupid), over processes (this slightly hindered us, this greatly hindered us), or over the verbal modalities of likelihood, usuality, inclination, and obligation (it is just possible, it is very possible). The focus system is concerned with sharpening or softening the boundaries of definite meanings of an experiential phenomenon or attitudinal value (Focus), using words like 'sort of' or 'kind of' for softening and 'real' or 'genuine' for sharpening.

### 3. Research Method

This research is qualitative descriptive research. Creswell (2013:4) describes qualitative research as an understanding process of inquiry based on various methodological traditions that investigate a social or human problem. Descriptive research involves describing but not manipulating the data. The qualitative one explores the appraising items embedded in the news discourse, whether positive or negative evaluation. Meanwhile, the descriptive method was employed to describe the realization of the appraisal devices found in the text.

A documentary research strategy is used in this research. Documentary research refers to the analysis of a document, and the document means a written text. It can be written text, digital communication, and visual sources (Denscombe, 2010, p. 216). This strategy is suitable for accessing and gathering the data of this study since this research data is a news article accessed and collected through the internet. The official site provides the data and can be validated by everyone.

The data in this research is an electronic news article from the official website of *The Jakarta Post*, <https://www.thejakartapost.com/>, which is only available online and published in 2021. The articles are *The Jakarta Post's* news published on November 6<sup>th</sup>, 2021, entitled "*Indonesia wants to reduce deforestation, not completely end it*", "*Environmentalists decry Indonesia's unclear stance on key deforestation pledge*", published on November 8<sup>th</sup>, 2021, "*Deforestation: When 'no' means anything but*" published on November 11<sup>th</sup>, 2021, and "*Indonesia's no-deforestation pledge and agribusiness worries*" published on November 22<sup>nd</sup>, 2021.

The unit of analysis is sentence-level analysis. The sentence level analysis is conducted to identify the appraisal category used in the speech text and will be enhanced with the elucidation of ideology inclusion from each appraisal category. There are 90 sentences showing appraisal items. There are 20 sentences from the news article entitled "*Indonesia wants to reduce deforestation, not completely end it*", 18 sentences from "*Environmentalists decry Indonesia's unclear stance on key deforestation pledge*", 22 sentences from "*Deforestation: When 'no' means anything but*", and 30 sentences from "*Indonesia's no-deforestation pledge and agribusiness worries.*" Then, the data are classified into tabulations consisting of appraisal, engagement, attitude, and graduation sub-categories. They are finally interpreting the data and analyzing the ideology of the journalists.

#### 4. Results and Discussion

The data that had been transcribed and categorized were then examined based on the categorization of attitude classification proposed by Martin & Rose (2007) while taking a good look at the appraisal theory proposed by Martin & White (2005). The classification of the finding is explained below:

| No | Appraisal Subsystems | A  | B  | C  | D  | Total | %   |
|----|----------------------|----|----|----|----|-------|-----|
| 1  | Engagement           | 23 | 19 | 21 | 26 | 89    | 54% |
| 2  | Attitude             | 8  | 9  | 12 | 3  | 32    | 20% |
| 3  | Graduation           | 9  | 7  | 8  | 19 | 43    | 26% |

Table 1. Appraisal System Analysis

Regarding the appraisal analysis, 164 appraisal devices were found. The appraisal analysis shows 89 systems of engagement consisting of monoglossic and heteroglossic and 32 systems of attitude consisting of Affect, judgment, and appreciation. There are 43 systems of graduation consisting of force and focus. Table 1 shows that the highest result is claimed by the engagement subsystem (54%), which is followed by graduation (26%) and attitude (20%).

There are 89 appraisal items which consist of monoglossic (10%) and heteroglossic (90%). The heteroglossic system found in the text consists of 46 systems of dialogic contraction and 34 systems of dialogic expansion. In terms of attitude systems, there are 32 systems of attitude found in the news articles, which consist of 8 affect systems (25%), eight judgment systems (25%), and 16 appreciation systems (50%). In terms of graduation, there are 43 systems of graduation consisting of 39 (91%) force systems and 4 (9%) focus systems.

The result of data processing revealed that the most dominant appraisal system in four selected news articles is the engagement system. Table 1 shows that the number of engagements, attitudes, and graduation significantly differs. The engagement system is applied firmly in the analysis. There are two sub-types of engagement: monoglossic and heteroglossic. The monoglossic type is a simple declaration without any variation or bare-declarative, while the heteroglossic type uses a variation in the declaration. The most dominant is the attribute subsystem in the heteroglossic type. It means journalists use other arguments or opinions rather than create their own opinions. The journalists share no responsibility for the material being asserted in the news article.

From the analysis of appraisal devices, it is noticed that the news article entitled "Indonesia wants to reduce deforestation, not completely end it" mainly used attribute subsystem. The journalist quotes many statements from the minister of environment and forestry. The UK minister is to blame because of the different characterizations of deforestation. From the analysis of attitude, the journalist shows the feeling of the minister of environment and forestry, where she feels confident about her stance not to stop deforestation to achieve sustainable economic growth. In the analysis of graduation, the journalist emphasizes deforestation with the word "complete stop," which means the government will not stop deforestation. The analysis shows that the journalist sides with the minister of environment and forestry, who never agreed to the pledge because it is against the development plan.

The journalist of the second news article, entitled "Environmentalists decry Indonesia's unclear stance on key deforestation pledge", mainly used attributes where the journalist quoted the statement from an environmental activist criticizing the minister of environment and forestry's action. In the attitude analysis, the journalist shows the emotion of disappointment from the environmental activist. In the analysis of graduation, the journalist emphasizes that reducing deforestation will be better for the country.

The journalist of the news article "Deforestation: When 'no' means anything but" uses pseudo questions to criticize the minister of environment and forestry's inconsistency in tackling deforestation, at first signing the agreement but then opting out. The journalist also emphasizes the program by President Jokowi as a "massive development program", which means that the government will not sacrifice the development program in the name of deforestation.

The last journalist of the news article, "Indonesia's no-deforestation pledge and agribusiness worries", narrates a good thing about palm oil and blames other countries that emitted more than Indonesia. The journalist thinks that the deforestation pledge will slow the growth of Indonesia's agriculture and argues that Indonesia should act firmly to implement its commitment to achieving sustainable economic growth.

Thus, media ideology is seen in the four articles for two purposes. The articles "Indonesia wants to reduce deforestation, not completely end it" and "Indonesia's no-deforestation pledge and agribusiness worries" support capitalist ideology where business is more critical than persevering the environment. They care more about the development program than deforestation.

The articles entitled "Environmentalists decry Indonesia's unclear stance on key deforestation pledge" and "Deforestation: When 'no' means anything but" are the articles that support the environmentally friendly ideology, which means they do not harm the environment. *The Jakarta Post's* journalists tend to negotiate the issue since the articles have no firm position. It is because they are not too involved with environmental issues and do not oppose one ideology.

## 5. Conclusion

This article investigates ideology in four selected news articles from The Jakarta Post news website. The result shows that the ideology of *The Jakarta Post's* journalists is divided into two opposite sides. There are two dissenting positions from the four selected news articles. They are the articles to support deforestation and against the deforestation pledge. No-deforestation articles tend to support the environmentally friendly ideology, which means they do not harm the environment.

In contrast, the deforestation articles support capitalist ideology where business is more critical than persevering the environment. Based on the findings of this study, journalists are not neutral. The ideology shared by the journalist can influence the reader. Readers are supposed to read while analyzing information articles. Since this study only focused on the appraisal analysis of the news dealing with the environment, it is suggested that the following researchers put such analysis on the online news dealing with other fields, such as politics, society, and education.

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