

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

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ABSTRACT

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

Keywords: *Appraisal Theory, Attitude Resources, Election, Prabowo, BBC News.*

INTRODUCTION

The recent completion of Indonesia's election and Prabowo's ascension to power emerges as a timely and pertinent topic for examination. The election outcome has sparked considerable interest and debate, both domestically and internationally, with Prabowo's victory prompting intense scrutiny and analysis. As a pivotal figure in Indonesian politics, Prabowo's election win and its aftermath offer a compelling case study within the realm of media discourse and public opinion.

Prabowo Subianto's public image during the 2024 presidential election has captured significant attention both domestically and internationally. (Guardian, 2024), a prominent British media outlet, highlighted this shift in an article titled "From Military Leader to 'harmless grandpa': the rebranding of Indonesia's Prabowo". His campaign antics, characterized by humorous gestures such as hip wiggles and enthusiastic hand waves, have sparked a flurry of discussions on social media, earning him the nickname "gemoy" among users.

However, it also draws attention to the role of media in shaping public perceptions, it's essential to explore how language is utilized by reporters to influence readers' attitudes towards political figures like Prabowo. Furthermore, by employing language that reflects evaluative judgments and nuanced perspectives, reporters can provide readers with a more comprehensive understanding of political events and figures.

Thus, appraisal analysis by (Martin & White, 2005) is used in this study to see the ways writers reconcile their personal opinions with those of others. According to Martin & White (2005), appraisal occurs in three primary context: attitude, engagement, and graduation. However, this study primary focus is on attitude. Attitude refers to our emotional response, behaviours, and evaluations. The three categories of attitude is affect, judgment, and appreciation. Affect is rooted in emotions, Judgment is grounded in ethics, and Appreciation is founded on aesthetic principles.

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

In contrast, this research focuses on analyzing attitude perspective using Martin and White's (2005) appraisal theory, specifically examining a news article writer's attitude perspective towards Prabowo. The topic of presidential elections is currently hotly debated in Indonesia and selecting Prabowo as the subject of the study is to observe how external media portrays him

after his victory in the 2024 election. This research will utilize linguistic corpora and a software called AntConc to collect articles from BBC News related to Prabowo during his campaign, debates, election day, and when his victory was announced by the judges.

RESEARCH METHODOLOGY

Qualitative descriptive approach was employed in this study. (Creswell, 1998), defines qualitative research is an approach that uses words and details to create a complex, comprehensive picture in order to comprehend societal or human problems, and it is conducted in a natural setting. Descriptive research involves explaining, analyzing, and classifying problems using techniques like observation, surveys, interviews, or questionnaires. To test theories or find answers to research issues, this approach involves collecting data.

In light of this, delving into the discourse surrounding Prabowo's election through the lens of corpus linguistics emerges as an effective method for analysis. The study of language usage by large collections of texts, or corpora, is known as corpus linguistics in the area of linguistics. Corpus linguistics utilizes large collections of both spoken and written natural texts, which are stored and analyzed using computers. AntConc is an application that can help construct and develop language corpora. (Anthony, 2024), created the AntConc application. AntConc is a free software program for analyzing corpora that enables concordance and text analysis.

The source of the data is online news article taken from BBC News. The

researchers observing and collecting the data from an article that talking about Prabowo. The data for this research was collected from February to March 2024, covering four key stages: the campaign period, the presidential debate, election day, and when he was officially declared President of the Republic of Indonesia. After gathering the article, the researcher then transcribing the data into word document form and upload it into Antcont, entering the keyword 'Prabowo.'

The researcher categorized each sentences revealed into attitude subsystem affect, judgment, and appreciation. After that, the researcher transferring all sentences to word table according to appraising item, appraiser, and polarity. The researcher, looks up the definition of each word that representing the subsystem to Oxford Dictionaries and Cambridge Dictionaries. Lastly, based on dictionary definitions, the researcher rephrases the meanings in her own words to fit the context of the sentence appropriately.

FINDING AND DISCUSSION

his chapter show the result of data analysis that are collected by the researcher on the examining the attitude of Prabowo through the news article's author perspective, divided into two parts 4.1 Predominant Type of Attitude and Polarity Found and 4.2 Distribution of Attitude Found in Prabowo's Election Discourse in BBC News.

4.1 Predominant Type of Attitude Found

This research was based on nine relevant articles from BBC News published between February and March 2024. According to the classification results revealed in the concordance, judgment was the most predominant attitude, with a total of 69 instances. This was followed by appreciation with 32 instances, and affect with 19 instances. Negative polarity was the most commonly used, appearing 67 times, while positive polarity was used 58 times.

Distribution of Attitude

4.2 Distribution of Attitude Found in

	Attitude			Polarity	
	Affect	Judgment	Appreciation	Positive	Negative
Datum 1	2	14	9	12	13
Datum 2	5	13	3	7	14
Datum 3	2	3	1	1	5
Datum 4	3	9	7	14	5
Datum 5	1	3	-	1	3
Datum 6	2	11	5	11	11
Datum 7	2	7	4	6	7
Datum 8	1	7	1	2	7
Datum 9	1	2	2	4	2
Total	19	69	32	58	67

Prabowo's Election Discourse in BBC News

The result shows that judgment with negative polarity was the highest attitude subsystem appears in these article, followed by appreciation with positive polarity as the second commonly used and affect with negative polarity is the least subsystem that occurs in this article.

1) Judgment Resources

Judgmental systems pertain to the realm of ethics. The concept of judgment relates to attitudes toward actions that we either applaud or condemn, praise or criticize. When we pass judgment, we enter the area of giving our opinions about other people and their actions meaning, specifically regarding their character and

how they are perceived or evaluated in terms of their qualities and actions.

Distribution of Judgment

	Attitude Subsystem	Polarity		Total
		Positive	Negative	
Article 1	Judgment	5	9	14
Article 2	Judgment	3	10	13
Article 3	Judgment	1	3	4
Article 4	Judgment	5	4	9
Article 5	Judgment	1	2	3
Article 6	Judgment	5	6	11
Article 7	Judgment	1	6	7
Article 8	Judgment	1	6	7
Article 9	Judgment	1	1	2
		22	47	69

Judgment Positive Polarity

Sentence: "Prabowo seemingly on course for big win."

According to Oxford Learner's Dictionaries 2024, "seemingly" means in a way that appears to be true but may in fact not be, implying that Prabowo has a good probability of winning by a huge amount based on present signals or early signs. Additionally, "big win" refers to win easily or win a lot, signifying that if this present pattern goes on, Prabowo is projected to win the election decisively. This positive appraisal of Prabowo's electoral prospects suggests excitement or trust regarding his chances of triumph.

Judgment Negative Polarity

Sentence: The surprise move followed a bitter election win - Mr Prabowo blamed his loss on cheating - and violent protests that left eight people dead.

According to Oxford Learner's Dictionaries 2024, "bitter" means very serious and unpleasant, with a lot of anger and hate involved. "Bitter election win," describing that he won the election in an unpleasant manner. Then "cheating" means to act in a dishonest way in order to gain an advantage, especially in a game, a competition, an exam, etc. In this statement he claimed lost because others cheated, implying he refused to accept the

outcome and accused others of wrongdoing.

2) Appreciation Resources

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

Distribution of Appreciation

	Attitude Subsystem	Polarity		Total
		Positive	Negative	
Article 1	Appreciation	7	2	9
Article 2	Appreciation	3	-	3
Article 3	Appreciation	1	-	1
Article 4	Appreciation	7	-	7
Article 5	Appreciation	-	-	-
Article 6	Appreciation	5	-	5
Article 7	Appreciation	4	-	4
Article 8	Appreciation	1	-	1
Article 9	Appreciation	2	-	2
		30	2	32

Appreciation Positive Polarity

Sentence: Prabowo is a political blue blood, born into an elite family embedded in Indonesian politics.

According to Oxford Learner's Dictionaries 2024, "blue blood" refers to the fact of being from a royal or noble family, implies that Prabowo originates from a prestigious political pedigree, displaying admiration and approval among political circles. Furthermore, "elite" means belonging to a group of people in society that is small in number but powerful and with a lot of influence, because they are rich, intelligent, etc. "Elite family embedded in Indonesian politics" emphasizes his wealthy origins and long history of participation in Indonesian politics.

Appreciation Negative Polarity

Sentence: Then there are the TikTok videos of Mr Prabowo doing his signature move - an awkward shuffle across the stage - or shooting hearts at the audience.

According to Oxford Learner's Dictionaries 2024, "awkward" means not moving in an easy way; not comfortable. Mr. Prabowo's distinctive move is referred to as a "awkward shuffle," which implies stumbles, an absence of elegance, or dissatisfaction in his motions. In the setting of clips from TikTok and performances for the public, such a description may reduce the viewer's sense of Mr. Prabowo's actual presence and presenting style, potentially influencing how he is seen by viewers.

3) Affect Resources

Affect, or identifying good and bad feelings, such as joy or sadness, uncertainty or fear, interest or difficulty. All of these emotional feelings are classified into dis/inclination (someone's willing), un/happiness (feeling of like or dislike and pleased or sorrowful), in/security (feeling of being peaceful or worried), and dis/satisfaction (feeling of pleasure or interest).

Distribution of Affect

	Attitude Subsystem	Polarity		Total
		Positive	Negative	
Article 1	Affect	-	2	2
Article 2	Affect	1	4	5
Article 3	Affect	-	2	2
Article 4	Affect	2	1	3
Article 5	Affect	-	1	1
Article 6	Affect	1	1	2
Article 7	Affect	1	1	2
Article 8	Affect	-	1	1
Article 9	Affect	-	1	1
		5	14	19

Affect Positive Polarity

Sentence: We are grateful for the quick count results. All the calculation, all pollsters including those on our rivals' side - the figures showed a Prabowo-Gibran win in one round.

According to Oxford Learner's Dictionaries 2024, "grateful" is a feeling or showing thanks because somebody has done something kind for you or has done as you asked. It expressing appreciation or thankfulness for the quick count results. "Win" refers to be the most successful in a competition, race, battle, etc. Meanwhile "round" is a part of a competition, explains by Cambridge Dictionary 2024. The phrase "Prabowo-Gibran win in one round" conveyas a positive affect since it reflect a successful election result that fulfills the goals or intentions of the speaker and his supporters.

Affect Negative Polarity

Sentence: Can their democracy survive a Prabowo presidency?

According to Oxford Learner's Dictionaries 2024, "survive" refers to continue to live or exist. The phrase "can their democracy survive" has a negative connotation because it raises uncertainty, fear, or apprehension regarding the future of democracy under a Prabowo president. It expresses concern or doubt about the durability or stability of democratic institutions and procedures if Prabowo gains power.

CONCLUSION

In conclusion, the analysis of BBC News articles shows that Prabowo is portrayed in a critical but fair manner. The articles predominantly use negative language to shape public opinion. However, the researchers found no bias in favor of Prabowo. Instead, the coverage also acknowledges his positive behaviors and achievements, with positive remarks being the second most common type of attitude. This suggests that the reporting offers a balanced view, covering both his strengths and the concerns about his candidacy, highlighting the nuanced nature of media representation in political reporting.

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