CHAPTER I

INTRODUCTION

1.1 Background

Speech is an action where sounds or marks uttered to share meaning (Searle, 2012). One of the speech act forms is delivering speech in an international conference. The intention to perform the utterance of sound in a public such as conference is to share complete concept or idea, feeling, or story in the speaker's mind or heart formed shape in different ways depending on the content, the intended audience (Elizabeth, 2003).   In a conference, the presenter may select what kind of speech genre that they want to start a from of written or spoken language, for example conversation script, journal, essays, speech, etc. Each speech genre has five characteristic areas: structure, style, content or subject matters, conception of audience, and range of purpose.

One of the interesting speech acts presented in a conference is delivered by Agus Harimurti Yudhoyono (in this research then called as AHY). The researcher choose the AHY speech in this study because the figure of AHY was a figure of a young man who had high leadership prospects, his words would have more impact, besides that he also held the control of quite large parties and extraordinary military figures. , then he is also quite fluent in English. in previous research many have been carried out by several researchers, who examined the speeches of President Barac Obama and the inaugural Barac Obama by (Rohmawati, 2016). while for non-english speakers it was done to Xi Jinping's speech by (su, 2016) using Appraisal theory.

In this study focus of study AHY speakers. AHY is a politician with a family military background of the son of the former 6th president, Susilo Bambang Yudhoyono. AHY pursued a 16-year career in the military in the Army, with the last "major" device, and in 2017-2022 AHY decided to enter politics. The speech conducted by Agus Harimurti Yudhoyono in the international conference on Futurology held on Jakarta, July 28, 2011.

The Appraisal System to express AHY attitudes realized in his speech. Appraisal has an important role to interpret people's attitudes. It relates the power of a text and makes the text meaningful.

The focus of Appraisal is on the *Attitude*. *Attitude* is evaluation that refers to speech, verbal message, even actions taken by someone, evaluation of attitude can be divided into : a. Affect, b. Judgement, c. Appreciation. This theory, Appraisal, is still developing among Systemic Funtionalists, especially in the context of situation. It is expected that this study will be able to discribe the organization of the Appraisal Devices realizing Attitudes attached in the speech. This study is concerned with evaluation – the kinds of Attitudes that are negotiated in a text, the strenght of the feelings involved and the ways in wich values are sourced and readers aligned (Rose, 2003) . Attitudes have to do with evaluating things, people's character and their feelings. The speech conveyed in this study has a specific value. Thus, what the orator has done by his 'vote', by his struggle, in the world history as a person who is a good figure and a good speaker.

Martin and White (2005) stated in their book entitled "The Language of Evaluation". They used Appraisal to analyze a magazine entitled "Daily Express".This article was published on October 2001. The content of the article is the government of the United State was ready against Afghanistan with terrorist cases in Word Trade Attack in New York. In this research, monogloss becomes an evaluation that often occur in the text where it represents the source of the context of the attitude that comes from the author.

Previous research about Appraisal has been widely done by several researchers, one of them are (Rohmawati, 2016), who conducted research on Obama's speech about the presidential inaugural speech. Namely : affect, judgment, and appresiation. There were 323 clauses consist of 51 Affect, 155 judgement, and 117 Appreciation. The purpose of this study was to describe and analyze Obama's Attitudes towards phenomenon happened in America and the world realized in the speech using the Appraisal System Analysis. The speech analysis was done by breaking down the speech into several clauses and analyzing them to find out the Appraisal Devices and the types of Attitudes used. Analyzing the data, it could be inferred that the speech employed three kinds of Attitudes; Affect, Judgement, Appreciation. There were 323 clauses consist of 51 Affects, 155 Judgements, and 117 Appreciations. Positive Attitudes in the speech were used more than Negative Attitudes. Obama gave priorities to Positive Attitudes in presenting his speech because he was optimistic that the obstacles in his country would be solved and the condition of America would be better. The study revealed that Obama was a good orator with high capability and wonderful way of thinking.

The research has done by (Kusumaningrum, 2014) related to the critical analysis of the text of Susilo Bambang Yudhoyono's speech regarding the fuel price increase in 2012-2013. For this purpose, the author uses the framework of appraisal theory. The results of this study indicate that the text of the speech about the increase in fuel, SBY uses the attitudinal markers, both types of Affect, Judgment, and Appreciation in a balanced manner.

Dewi (2013) analized system in the editorial article "*Start Working, Jokowi*" in the newspaperof "*Jakarta Post*". The result of this research showed the types of appraisal system that consist of eleven (42.3%) Affect Systems. One system of Judgment (3.9%), and fourteen systems of Appreciation (53.8%). In term of Engagement system, the researcher found two (7.1%) of Monoglossic systems in the editorial. The author used Heteroglossic system rather than monoglossic system in almost all part of the text in the editorial. The Heteroglossic system found in the text consists of eleven (39.2%) systems of Dialogic contraction and fifteen (57.7%) systems of Dialogic Expansion. The researcher found 25 systems of Graduation which consist of 15 (60%) intensifications and 10 (40%) quantifications. The author attitude toward Jokowi in the editorial is positive.

Aini (2011) exposed Barack Obama"s speech in Indonesia using Interpersonal Meaning. The result of this analysis is Barrack Obama responsible with every words that he said. The most found Subject in the speech is "I". The Finite that found on Obama's speech is Simple Present Tense where Barack Obama giving the truth when he spoke. In conclusion, Aini added the theory of Appraisal, she concerned to the Attitude aspects. In her research, Obama gives positive attitude and judgment to Indonesia.

With the previous study above, the reasercher wants to examine more deeply about appraisal system especially in attitudes devices in a speech Agus Harimurti Yudhoyono in International Conference in 28rd July 2011 by using prior research and book Martin & White (2005) The Language of Evaluation: Appraisal in English as a guideline research.

1.2 Statment of Problem

Every speech has its attitude when it is delivered. So, this might happen when AHY, an Indonesia politician speak english in front audience in the Indonesia Conference on Futurology. How AHY's attitude in analysis in this study. The question are follows :

1.1.1. What are the categories of attitude aspect as one appraisal system in AHY's speech ?

1.1.2. How are affect, judgement and appreciation as the evaluation of attitude in AHY's speech ?

1.3 Research Objective

This study aims to analyze and describe the attitude of AHY in his speech, using the theory of J.R Martin and David Rose. The following are the objectives of the study:

1.1.1. To find out the categories of attitude aspect as one appraisal system in AHY's speech

1.1.2. To find out affect, judgement and appreciation as the evaluation of attitude in AHY's speech

1.4. Research Significance.

The research expects that this research can give much new knowledge to increase the understanding about Appraisal AHY Attitudes On His English Speech. Theoritically, the research will expected to enrich the comprehension and the understanding of DA learning, especially about the Appraisal discourse.

Practically, the research will be useful for :

a) The English lectures and students in English Literature

This research can be used as the reference for English lectures and students in English Literature study who want to learn about the theory and method of DA that can be used in analyze speech in online media.

b) Other readers and researchers

This research hopefully can help other researchers and readers to analyze or study about the Appraisal and media discourse.

1.5. Clarification of Key Trems

Appraisal :   Appraisal is one from of interpersonal meaning that focuses on evaluating attitudes contained in a text that is negotiated with the rider. (Martin & White, 2005. p.35)

Attitude :   Attitude is concerned with our feelings, including emotional reation, judgements of   behaviour and evaluation of things. (Martin & white, 2005.p. 35)

Affect :   Affect deals with positive and negative feelings for reacting to behaviour, processes, or phenomena, it is usually exemplified in the following : sad, happy, sorrow, grief, fear, anger, disgust, sympathy, surprise, or shame (Martin & white, 2005.p. 46)

Judgement : Judgement pertains to the institutionalised benchmarks of people's conduct, that is, how they should or should not conduct themselves. Judgement assesses moral or immoral, legal or illegal, socially acceptable or unacceptable, normal or abnormal behaviour. Human conduct can be admired, criticised, praised, or condemned. (martin & white, 2005.p. 52).

Appretiation : Appreciation has something to do with aesthetic evaluation of human – with appreciating the value of things in discourse. It deals with evaluation, which is concerned with positive and negative assessment of objects, artifacts, processes and states of affairs rather than with human behavior. In general terms appreciations can be divided into 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, etc. (Martin & white 2005.p. 56)