



**APPRAISAL SYSTEM IN THE JAKARTA POST'S  
EDITORIAL "START WORKING, JOKOWI"**

**JOURNAL ARTICLE**

**Submitted in Partial Fulfillment of the Requirements  
for the Degree of *Sarjana Sastra* (S.S.)  
in English Language**

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**2013**

# APPRAISAL SYSTEM IN THE JAKARTA POST'S EDITORIAL "START WORKING, JOKOWI"

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## ABSTRACT

*This research aims at explaining the appraisal system recognized in the editorial and explaining the author's attitude (positive or negative) toward the subject of the editorial. By this research, the researchers want to know how people express and negotiate attitudes, feelings, judgments, appreciation (according to Appraisal System by Martin and White, 2005), and the author's attitude toward Jokowi in the editorial. The object of this research is an editorial taken from The Jakarta Post newspaper entitled "Start Working, Jokowi". The data were analyzed by using descriptive qualitative method and used clause as the unit of analysis. From the analysis, the researchers found 26 systems of attitude, 28 systems of Engagement, and 25 systems of Graduation. The author's attitude toward Jokowi in the editorial is positive because he/she describes Jokowi as a true and right leader for the citizens of Jakarta so that the author wants the readers to think so.*

**Keywords:** *Appraisal System, Editorial*

*Penelitian ini bertujuan untuk menjelaskan Appraisal System yang ditemukan pada sebuah editorial dan menjelaskan sikap penulis (positif atau negatif) terhadap subjek dari editorial tersebut. Melalui penelitian ini, peneliti ingin mengetahui bagaimana orang mengungkapkan dan menegosiasikan perasaan, penilaian, penghargaan (sesuai dengan Appraisal System oleh Martin dan White, 2005), dan sikap penulis terhadap Jokowi pada editorial tersebut. Objek penelitian ini adalah editorial yang diambil dari koran Jakarta Post berjudul "Start Working, Jokowi". Data tersebut dianalisis dengan menggunakan metode deskriptif kualitatif dan menggunakan klausa sebagai satuan analisisnya. Berdasarkan hasil analisis, peneliti menemukan 26 attitude system, 28 engagement system, dan 25 graduation system. Sikap penulis terhadap Jokowi pada editorial tersebut adalah positif karena dia menggambarkan Jokowi sebagai seorang pemimpin yang benar dan tepat untuk masyarakat Jakarta sehingga penulis ingin para pembaca berpikir demikian pula.*

**Kata Kunci:** *Appraisal System, Editorial*

## INTRODUCTION

People tried to create new things to make their life easier than before. Their efforts include the elaboration on science, economics, politics, mathematics, and linguistics. Linguistics is a scientific study of language or science about language. Linguistics discusses language as the tool for human being to convey their ideas or intention and also as a tool to interact each other. Linguistics teaches us to recognize and comprehend the language as detail.

One form of language use can be seen in newspaper. Newspaper is a printed publication and usually distributed daily or weekly. It contains news, opinions, advertisements, public notices, pictures etc. One side of the newspaper which contains opinion is editorial. The editorial page of a newspaper is not about news. It is about personal views of the newspaper's editor and/or its editorial board.

In an editorial, readers sometimes find difficulties in grasping the meaning to be conveyed by the author, and the appraisal system is one way to overcome the difficulties of the reader. Martin and Rose (2003: 22) state that Appraisal is concerned with evaluation: the kinds of attitudes that are negotiated in a text, the strength of the feeling involved and the ways in which values are sourced and readers aligned. Appraisal is focused on the attitude of the feelings and values that are negotiated with readers. Attitude is expressing the speaker's emotion, judging for something or evaluating the worth of things. Appraisal tells us the negative and positive side of the person through their statements in form of oral or written product. According to Martin & White (2005: 16), appraisal is divided into three sub-appraisal system, those are: attitude, engagement, and graduation.

Attitude is the ways of feeling which is divided into affect (an evaluation of human emotional reaction to something), judgment (a norm that concerned with the parameter of how people should/shouldn't behave), and appreciation (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 system of social value).

Engagement is the speaker's/ author's voice with respect to the various propositions and proposals conveyed by a text, it can be called source of attitude. There are two sub-types of engagement: mono-gloss and hetero-gloss. The mono-gloss type is the simple declaration without any variation, while hetero-gloss types uses variation for the declaration. Hetero-gloss 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 other words, dialogic contractions close 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). Furthermore, dialogic contraction is divided into two sub-types, they are disclaim and proclaim. Disclaim is concerned with rejection, replacement and dismissal. Two types of disclaim are denial and counter-expect. Proclaim is

concerned with formulations which can be interpreted as heading off contradiction or challenge from potential dialogic respondents. It has three types, expectation (concur), pronouncement, and endorsement.

The graduation value concerns with the scaling system of meaning. Martin and White (2005: 137) say that the 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). There are two categories of force system, they are intensification and quantification while focus is concerned with sharpening and softening.

The object of this research is an editorial taken from The Jakarta Post newspaper entitled "Start working, Jokowi". It is selected as the data because The Jakarta Post is the largest English language Newspaper in Indonesia that contains personal views of the newspaper's editor about Joko Widodo, known as Jokowi.

Ir. H. Joko Widodo (born in Surakarta, June 21, 1961, age 52 years) is the former Mayor of Surakarta who has become Governor of DKI Jakarta since October 15, 2012. He is the 17th governor who led as the Indonesian capital. Joko Widodo's name starts in the spotlight when he became a Mayor of Surakarta, his figure is phenomenal and became a subject of national and international monitoring because his program and policies in leading the people of Surakarta are good. The City Mayors Foundation put Joko Widodo (Jokowi), former Mayor of Surakarta as the third best mayor in the world in 2012 because he was successful in changing the image of Surakarta City Outlaws into the City of Arts and Culture which managed to attract tourists.

Being successful in becoming a mayor in Surakarta led him to become the Governor of Jakarta. He tries to realize his ideas and work programs, such as Jakarta Healthy and Jakarta Smart Programs. His other program includes mitigation of flooding and traffic congestion like what he promised during his campaign before. However, of course, all was not separated from the pro-contra among people. His way of working, distinctively known as "*blusukan*" (field trips), often becomes a topic of conversation. His supporters consider it a wise action because he can understand what is really happening on the field, but the people who does not like it consider "*blusukan*" as a form of building image and wasting money of state. His performance after one hundred days in office is an interesting topic to be discussed.

Based on the explanation above, this researchers analyze what appraisal devices are recognized in The Jakarta Post's editorial: Start Working, Jokowi and what does the author's attitude (positive or negative) toward Jokowi in the editorial.

## **METHOD**

### **Research Design**

The researchers used a descriptive qualitative method. The researchers did not necessarily explain relationship, test hypothesis, and make prediction and implication. It is called the qualitative one since the collected data are in the form

of sentence, phrases, clauses, words, and they were classified into their categories for getting conclusion. In this thesis, the researcher used the descriptive method as guidance for conducting the research. It was based on the reason that the following steps, like gathering, composing, analyzing and interpreting the data were included in descriptive method. It was also descriptive in nature in the sense that this study was intended to describe the articles based on the appraisal system offered by Martin and White (2005). This qualitative-descriptive method of research was accomplished through two stages. Firstly, the text was closely read to get the comprehensive understanding. Secondly, the text was analyzed for appraisal devices using the framework of appraisal system offered by Martin and White (2005). The text was firstly approached from general point of view in that the text was treated as a whole, and then it was approached from more specific one-clause by clause, and finally to smallest units-words of appraisal devices in the written text.

### **Unit of Analysis**

The unit of analysis is important to be decided in order to make the researcher easier in conducting further analysis. The researchers used clauses as the unit of analysis in this research paper. Here, the researchers analyzed it one by one through the theory of Appraisal.

### **Source of Data**

The source of data of this research is written data. This research tries to give explanation about the phenomenon of the written data with respect to Appraisal System used in the editorial of The Jakarta Post online newspaper entitled “Start working, Jokowi” on January 22th , 2013, accessed on Saturday, 23 March 2013, 10:43 PM.

### **Techniques of Data Collection**

The data were collected through some steps: brows internet/ accessing and looking for The Jakarta Post online newspaper, finding the editorial of The Jakarta Post online Newspaper entitled “Start working, Jokowi”, and downloading the editorial of The Jakarta Post online newspaper entitled “Start working, Jokowi” on Saturday, 23 March 2013, 10:43 PM.

### **Techniques of Data Analysis**

Analyzing the data was a very important way in this research. Data analysis is a process in organizing the data into a categorical pattern and unit of basic analysis. To analyze the data the researchers used some steps: reading, the editorial of The Jakarta Post online newspaper dated January 22th , 2013, segmenting the text into clauses, identifying the elements/ lexical attitude of the clause display the phenomena of Appraisal System, classifying the elements/ lexical attitude of clause according to the appraisal system as proposed by Martin and White (2005), tabulating or making table based on the Appraisal categories, interpreting interpret the meaning of the finding's table deeply.

## FINDINGS AND DISCUSSION

The researchers found three Appraisal Systems in The Jakarta Post's editorial entitled "Start working, Jokowi", they are attitude, engagement, and graduation. Those sub- systems are explained as follows:

**Table 1. Appraisal System**

No.	Appraisal System	Sub System				Σ	% (part)	% (all)	
1.	Attitude	Affect		(+)		7	11	42.3 %	32.91 %
				(-)		4			
		Judgment		(+)		1	1	3.9 %	
		Appreciation		(+)		12	14	53.8 %	
				(-)		2			
2.	Engagement	Mono- glossic				2	7.1 %	35.44 %	
		Hetero- glossic	Dia. Contra	Disclaim- counter	3	11	26		92.9 %
				Disclaim- denial	6				
				Proclaim- concur	1				
				Proclaim- endorsement	1				
		Dia. Exp	Entertaining	10	15				
			Acknowledging	5					
3.	Graduation	Force	Intensification			15	60 %	31.65 %	
			Quantification			10	40 %		
<b>Total</b>					<b>79</b>		<b>100 %</b>		

From Table 1, we can see that the appraisal device used to deliver the feeling of the author consists of 26 attitude systems (32.91%) comprising of 11

Affect, 1 Judgment, and 14 Appreciation systems. Then, there are 25 (31.65 %) systems of Graduation, especially force system, because the author wants to express his/her feeling by scaling the system of meaning. The graduation consists of 25 Force and there is no Focus system.

The most dominant system in the editorial is Engagement system. The table displays that there are 28 systems of Engagement. The author uses two monoglossic system and he/ she uses heteroglossic system almost in all sentences in editorial which means that the author used compound, complex and compound complex sentences in writing the editorial so that the editorial is written in a good way by using a lot of variations in the text. It means that the author does not like to create argument in a simple way in order to avoid monotonous text.

### **Appraisal System Recognized in The Jakarta Post's Editorial**

#### ***Attitude***

In term of Attitude, the researcher found that the editorial of The Jakarta post used of Affect (42. 3%), Judgment (3. 9%), and Appreciation (53. 8%). Table 4.2 shows that positive Appreciation is mostly used. For more explanation, it can be seen as follows:

#### **Affect**

Affect (emotion) is an evaluation of human emotional reaction to things, conditions, states of affairs. According to Table 1, the researcher found 4 negative affect and 7 positive affects. The author uses positive Affect to describe the results or impact of the performance Jokowi while negative Affect describes the feelings of Jakartans citizen. It can be seen from the following sentences:

#### **a. Positive Affect**

(2) "His attractive persona, popular policies, outreach to the people, including those in slum areas, as well as frequent appearances on television, print and online media have reassured many Jakartans that they have made the right choice as leader of the city."

The phrase "have reassured" shows positive affect. "Have reassured" means that there is a sense of trust inside. There is believeness, recognized the truth toward something, and there is no rejection both emotionally and attitude. In this case that phrase reflects a situation where Jakartans must accept the existence of Jokowi as their leader, "they" here is assumed as the reader. Because Jokowi is considered pro-people and a lot of media often cover him, it makes the readers believe his performance and there is no doubt here.

(5) "Such excessive media coverage will however backfire on the city and its 10 million inhabitants if the governor is tempted to try to make everybody happy and fails to take the unpopular measures the city needs to address its day-to-day challenges and problems."

“Happy” is an adjective of emotion, there is no sadness, worried, or afraid. It is a feeling or showing pleasure or contentment. The author uses word “happy” to show a psychological impact of Jakarta residents who feel they have the right leaders. Through Jokowi’s policies, Jakarta residents feel that the governor care about them.

(9) “In an about-turn, Jokowi endorsed the plan to build six inner-city toll roads he had previously resisted, after a meeting with Public Works Minister Djoko Kirmanto.”

The word “endorsed” means that agreement of statement or attitude. It can be said a support toward something. Here “endorsed” is used by the author to express attitudes toward approval of a development program.

#### **b. Negative Affect**

(14) “Motorists have also expressed resistance to Jokowi’s traffic-restriction initiatives like Electronic Road Pricing (ERP) and the odd-even license plate policy, while operators and drivers of public transportation have rejected his plan to stop the operation of aging vehicles as part of his bid to improve services.”

The sentence above describes a refusal/ negative affect that not want follow a rule which occur. Implicitly the author invites the reader to imagine what will happen if even-odd license plate policy is realized. The Jakarta Citizens feel that Jokowi initiated policies as a form of handling congestion in Jakarta is not pro-Jakarta Citizen, particularly the city transport drivers and motorists. The rejection was likely due to perceived policy restricted the movement of motorists and limit the provision of public transport drivers. It can be said limiting the space, if previously the motorists are free to move by using their personal vehicles, after the implementation of the policy resulted in odd and even plate inhibition of their activity. On the other hand, probably it is not a solution to congestion but it can open up other issues such as riot because many drivers were laid off when the vehicles stop operating.

#### **Judgment**

(5) “There is nothing wrong with Jokowi’s popular policies like free healthcare through the Kartu Jakarta Sehat (Jakarta Health Card) or free education through Kartu Jakarta Pintar (Jakarta Smart Card) in the early days of his administration, although the sustainability of these programs will depend on the approval of the City Council.”

The phrase “nothing wrong” in the fifth sentence indicates a positive judgment on Jokowi’s policies. “nothing wrong” means there is no mistake, it is to be true and does break the law. Here the author wants to show that Jokowi’s policies and programs is considered. For example, Kartu Jakarta Sehat (Jakarta Health Card) and Kartu Jakarta Pintar (Jakarta Smart Card) are a form of a brilliant idea that was initiated by Jokowi. Through the phrase “nothing wrong”, the author wanted



to emphasize that the two policies give benefit to the people of Jakarta and reasonable. The policy deserves to be accepted by society to make Jakarta on track appropriately. While the existence of the program is not based on the decision of Jokowi.

### **Appreciation**

This editorial used positive and negative appreciation but positive appreciation dominates.

#### **a. Positive Appreciation**

(1) “The best achievement of Governor Joko “Jokowi” Widodo after 100 days in office is undoubtedly his ability to build public confidence in his leadership.”

In the first sentence there is a positive appreciation through the word “best”. Best means the top that which is the most excellent, outstanding, or desirable. Here, “best” is a form of praise for Jokowi, who can build public confidence successfully in his leadership. It means that the achievement of Jokowi makes his citizens satisfied so that it becomes a good value for Jokowi.

(5) “There is nothing wrong with Jokowi’s popular policies like free healthcare through the Kartu Jakarta Sehat (Jakarta Health Card) or free education through Kartu Jakarta Pintar (Jakarta Smart Card) in the early days of his administration, although the sustainability of these programs will depend on the approval of the City Council.”

The fifth sentence uses the word “popular”, it shows there is something that famous in environment around it. It liked or admired by many people or by a particular person or group. That word used by the author to show positive appreciation of the policies undertaken by Jokowi. The policy has been recognized by the public through the media, so it should be familiar to residents of Jakarta.

#### **b. Negative Appreciation**

(22) “There should be no more blusukan (field trips) that only lead to media circuses, but rather concrete actions that prove Jokowi and his deputy Basuki Tjahaja Purnama are working for a better Jakarta.”

The phrase “media circuses” is a form of satire and parable toward two things. It used by the author to show concern about the reputation of the author someday when Jokowi is always targeted to the news media crew. “Media circuses” here is given as a negative assessment for Jokowi because it is an insult or ridicule for him and can be a joke for other people when the intensity of the news in media never subsided.

### ***Engagement***

Table 1 shows us that the heteroglossic clauses are more often used than the monoglossic. It means that the writer of editorial does not like to create argument in simple way. The author directs the readers to an opinion and gives a space for the readers to imagine and have the same assumption like what the author conveys. Moreover, he/she wanted to elaborate his/her ideas completely and provided detail explanation in the form of creativity in making word into a clause in order to take out the curiosity the readers to read it until finish and get the point that he/ she conveys.

### **Monoglossic**

There are two monoglossic (7.1 %) that is conveyed by the author in two sentences. One of both it can be seen as follows:

(18) “He deserves the support of the citizens, including politicians at the City Council.

The eighteenth sentence is a form of bare-declarative/ simple declaration without using any variation, so the proposition approaching to be factual or unproblematic. Here the author also proposes the report and testimony without any variation in language that is easy to understand for the readers.

### **Heteroglossic**

The researchers found 11 (39.3 %) marker of dialogic contraction and 15 (53.6 %) marker of dialogic expansion. Even the level of editor’s uncertainty is high, it can be seen that the writer of the editorial gives correct information and the information is warrantable. Further explanation is shown as follows:

#### **a. Dialogic Contraction**

(5) “There is nothing wrong with Jokowi’s popular policies like free healthcare through the Kartu Jakarta Sehat (Jakarta Health Card) or free education through Kartu Jakarta Pintar (Jakarta Smart Card) in the early days of his administration, although the sustainability of these programs will depend on the approval of the City Council.”

The fifth sentence is indicated as dialogic contraction, the author uses the word “although” as a sign of contradiction dialogic (counter) type, “although” implicitly means that there is a equalization between two things or statements . Here the author invites the reader to think that the policies of Jokowi are good and beneficial for the citizens of Jakarta, but the authors also wanted to convey that the sustainability of the existing program does not depend on Jokowi alone, but is actually based on the decision of the City Council, and that even though Jokowi has the right to make policy in accordance with his idea, Jokowi has no right to determine the sustainability of the program.

### **b. Dialogic Expansion**

(12) “He will reach a certain point where he has to choose between popularity and the continuation of Jakarta’s efforts to narrow its gap with other modern metropolises.”

A kind of modality, “will” shows that the sentence is dialogic expansion (entertain) type. It is because the author wants to tell that information is still uncertain, will probably happen or not. It can be said that “will” here is an indicator of modality / possibility.

### ***Graduation***

From Table 1, the researchers found eighteen Force System, which consist of fifteen intensifications (60 %) and ten quantifications (40 %). It can be said that the editor uses intensification in editorial rather than quantification. It is because the editor wants to make the editorial readable and the readers can understand the meaning clearly enough. Further explanation of Graduation system is explained as follows:

### **Force System**

#### **a. Intensification**

(3) “Jokowi has remained the media darling even while Jakarta recuperates from the impact of last week’s major flooding, which paralyzed the capital city of a country that promotes itself as a future economic powerhouse.”

The author uses the word “major” to show level of size. In sentence above to explain about the quality of last week’s major flooding in Jakarta which paralyzed that city. Flooding that occurred last week is arguably the major flash floods causing large implications.

#### **b. Quantification**

(17) “Of course, Jokowi still has plenty of time to live up to the expectations of his voters and everybody who lives in Jakarta.”

The use of the word “plenty” in the seventeenth sentence indicates the amount of time required by Jokowi in reviving hopes of his supporters and the people who live in Jakarta.

### **The Author’s Attitude toward Jokowi in The Editorial**

Here the researcher wants to present the author’s attitude toward Jokowi in the editorial through each Appraisal System recognized in the editorial based on the analysis.

In term of Attitude especially affect system; there are eleven systems ( seven positive and four negative) that belong to Affect System. It is because the editor wants to give an objective evaluation rather than subjective evaluation. Here, the author would like to express his/her support for Jokowi’s leadership which is deemed to be capable of resolving various problems in Jakarta by word

“ happy” or phrase “have reassured”, but in another side the author also displays some Jakarta’s citizens who refuse Jokowi policies deemed unfavorable to them through phrase “have rejected”.

In term judgment, there is only one judgment system. The author wants to show the readers about the positive assessment toward the behavior of the Governor Jokowi. It can be seen that there is no error or defect in the policies made by Jokowi and Jokowi deserves support from all walks of life, through the phrase "nothing wrong" .

In term appreciation system through some words, they are “attractive, popular, best”, the author shows praising for personality of Jokowi, his policies, and his performance as a leader, as a governor of Jakarta. It means that the author wants to influence the reader to give a positive assessment of the actions and performance of a Jokowi. It can be drawn that the author would support any policies or measures adopted Jokowi as a leader in Jakarta.

By Appreciation values, the author wants to deliver a message about the people of Jakarta who accept that Jokowi is the right leader for Jakarta citizens by phrase “right choice”.

In the analysis of Engagement system, almost all of sentences in editorial use heteroglossic type. It means that the author uses so many variations by employing complex sentences in negotiating the information of Jokowi’s performance as a Governor of Jakarta. Here the authors convey his/ her ideas in a manner that varied, through the expression of emotion he showed, his/her assessment of action or judgment against an object or condition. The author gives the reader space to opine inline with his/ her ideas and expression.

The last is the analysis in term of graduation system. Graduation system concerns with the scaling system of meaning. All of the graduation systems found in the editorial are force system. It means that the editor uses the grading system of intensity and amount. It can be seen from the words, major, many, and enough.

Based on the explanation of Appraisal sub-system above, the domination of positive affect, positive judgment and positive appreciation which the author describes shows that Jokowi was a leader who has been long awaited by the citizens of Jakarta. Simple figure and pro able to steal the attention from all walks of life, both among the top, middle, and lower classes, so that media crews always cover his activities or policies that have been proposed by Jokowi. He is considered capable of being a leader who is ready to find solutions to all the problems that exist in Jakarta.

In the editorial, the author leads the readers to give a positive assessment toward Jokowi, the governor of Jakarta. It can be seen that the author support toward policies and programs of Jokowi. The authors provide a lot of nice compliments for the performance of Jokowi. The result the editorial builds a good public opinion against the former mayor of Surakarta, Jokowi. It can be said that the author’s attitude toward Jokowi in the editorial is positive. In this editorial, the authors describe Jokowi as a true leader or the right leader for the citizens of Jakarta and the author want the readers to think so.

## **CONCLUSION**

This research analyzed the Appraisal System used in The Jakarta Post online newspaper editorial entitled “ Start Working, Jokowi”. From the analysis it can be concluded that Appraisal system recognized in the editorial is divided into three sub-systems, those are: Attitude, engagement and Graduation.

There are 22 sentences recognized in The Jakarta Post’s Editorial. In term of Attitude system, the researcher found 26 systems of attitude which consist of eleven (42. 3%) Affect Systems, only 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 of text in the editorial. The Heteroglossic system found in the text consist of eleven (39.3 %) systems of Dialogic contraction and fifteen (53.6 %) system of Dialogic Expansion. The researcher found twenty five systems of Graduation which consist of 15 (60%) intensification devices and 10 (40%) quantification devices.

The researcher found that the most dominant appraisal system in the editorial is Engagement 28 (35.44 %) system. Even the Engagement system is the most dominant system found in the editorial , Table 1. shows that the number of Attitude, Graduation, and Engagement is not significantly different. Here the author wants to involve his/ her emotion in editorial and delivered the essence of the editorial to the readers with uses good way.

The author uses positive and negative values toward the system of Attitude. The number of positive Affect, Judgment, and positive Appreciation system are dominating. The author wants to give positive assessment toward the behaviour of Governor Jokowi.

The author uses Hetero-glossic system in almost all of the text in editorial. The author employs so many variations by the use compound, complex, and compound complex sentences in his/her editorial. The author does not want the editorial to look like a monotonous editorial text. As The author wants to persuade people to increase his/her English vocabulary by reading the editorial. The author conveys his/ her ideas in a manner that varied, through the expression of emotion he showed, his/her assessment of action or judgment against an object or condition. The author gives the reader space to opine inline with his/ her ideas and expression.

Based on the explanation of Appraisal sub-system above, the domination of positive affect, positive judgment and positive appreciation which the author describes, it can be said that Jokowi was a leader who has been long awaited by the citizens of Jakarta. Simple figure and pro able to steal the attention from all walks of life, both among the top, middle, and lower classes, so that media crews always cover his activities or policies that have been proposed by Jokowi. He is considered capable of being a leader who is ready to find solutions to all the problems that exist in Jakarta.

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