

An Appraisal System Analysis of Slogans in Political Campaign of Legislative Candidates in Tuban Regency, Indonesia

Mardi Widodo

Pancasila and Citizenship Education Study Program, Universitas PGRI Ronggolawe, Tuban, Indonesia

Mohamad Syahri

Pancasila and Citizenship Education Study Program, Universitas Muhammadiyah Malang, Malang, Indonesia

Usep Supriatna

Pancasila and Citizenship Education Study Program, Universitas PGRI Ronggolawe, Tuban, Indonesia

Sumadi Sumadi

Elementary School Teacher Education Study Program, Universitas PGRI Ronggolawe, Tuban, Indonesia

Sita Isna Malyuna

Elementary School Teacher Education Study Program, Universitas PGRI Ronggolawe, Tuban, Indonesia

Abstract—This study aims to examine the use of the appraisal system, especially the attitude subsystem, and the judgement of appraisal in the political campaign slogans of legislative candidates in Tuban Regency. There have been many studies on political campaign slogans, but similar studies using appraisal theory have not been found. In fact, appraisal system analysis can help text readers understand the attitudes and judgments of text creators towards the things they communicate. The data in this study were analyzed using appraisal system theory. The data were obtained through the listening method and analyzed using the referential pairing method. The results show that judgment is the most widely used attitude subcategory in slogans. This shows that the advertisement creators emphasize judgment on human behavior, both towards themselves and others (society). Meanwhile, the most dominant subject and object of judgment is the legislative candidates themselves as slogan creators. This finding shows that legislative candidates in Tuban Regency tend to make subjective claims about their own qualities without quoting or displaying opinions from other parties in their political advertisements.

Index Terms—political discourse, appraisal system, campaign

I. INTRODUCTION

Language in politics or political discourse is often used to influence others (Mazlum & Afshin, 2016, p. 16). Especially in the current era of democracy, the access to rule (one of which is through direct elections) opens opportunities for every citizen to sit in executive or legislative institutions. Everyone who feels called, able and willing to carry out the mandate as a leader then rushes to socialize their candidacy in the public space. Political advertisements were scattered to attract support.

Language research on slogans in political campaigns has been conducted, for example, Handono's (2017) research discusses the implicature of political campaigns in public banner. In the study, Handono (2017) argued that the language in political campaigns on public banner contains many implicatures, both conventional and conversational. However, language research that specifically examines appraisal tools in slogans in this medium has not been found. In fact, the appraisal system has an important role in revealing the ideology of the creator. By examining appraisal tools in political campaign slogans, the slogan creator's attitude towards the reality that surrounds him: how he evaluates himself, others, and his environment can be known and understood.

Relevant appraisal research has been conducted by Nugraheni (2011), Rohmawati (2016) and Mazlum and Afshin (2016). In her research, Nugraheni (2011) identified the appraisal system in commercial advertising texts in tabloids. The results of her research show that positive appreciation appears the most in the advertising texts studied. This can be interpreted as a method employed by product owners to encourage readers, who are potential consumers, to purchase the advertised products.

Rohmawati (2016) examines the use of the appraisal system, especially attitude, by Barack Obama in his inauguration speech as President of the United States. The results of her research show that judgment is the attitude subsystem that appears the most. Meanwhile, Mazlum and Afshin (2016) examined the use of appraisal tools in the

political speeches of two world figures, namely former American President Barack Obama and Iranian President Hassan Rouhani. In a study that only focused on the use of affect, they found that both figures used more adjectives and nominalizations than verbs and adverbs to express their feelings.

In contrast to these two studies, in this study the author took the political campaign slogans of legislative candidates as the data source. Specifically, this study aims to identify the subcategories of attitude that appear most in the political campaign slogans of legislative candidates in Tuban Regency. In addition, this study also aims to identify the sources of judgment in these slogans, which are related to the subject and object of judgment. By examining the domain of attitude and the source of judgment, the attitude and judgment of the author of the text towards the things it communicates will be known and understood.

This research uses a qualitative descriptive approach. According to Arikunto (in Nugraheni, 2011), descriptive qualitative research aims to describe and explain data based on categories to obtain conclusions. The object of this research is the political campaign slogans of Tuban Regency legislative candidates for the 2023 elections. The data was collected from 15 slogans which represent 15 legislative candidates in Tuban Regency. The data was collected for three months from October to December 2023. The research data was obtained through observation or direct observation of campaign slogans displayed in public spaces. This observation method is also referred to as the listening method, as it involves gathering data through attentive listening to language use (Sudaryanto, 2015).

The data analysis technique employed in this research utilizes the referential pairing method, an analytical approach that relies on external, independent criteria not inherent to the language itself (Sudaryanto, 2015). The data in the form of phrases and clauses are identified, classified, and analyzed based on the subcategories of attitude (affect, judgment, and appreciation) that have been described in the appraisal system theory according to Martin and White (2005). The data that has been analyzed is then presented using the informal method, which is a method of presenting the results of data analysis through formulation with ordinary words (Sudaryanto, 2015).

II. LITERATURE REVIEW

The appraisal system is a linguistic feature that pertains to how a writer or speaker conveys emotions or feelings, establishes a connection with the listener or reader, takes a stance on what is expressed, and manages the intensity of these feelings in their speech or writing (Martin & White, 2005). Appraisal theory is an extension of one of Halliday's meta functions of language, specifically the interpersonal meta function (Martin & White, 2005). The interpersonal meta function generally deals with how language constructs personal and social relationships (Halliday, 2014, p. 30). In essence, this meta function refers to using language as a tool for interaction and expressing attitudes and obligations (Suparto, 2018).

Martin and White (2005) categorize the appraisal system into three subsystems: attitude, engagement, and graduation. Attitude encompasses the expression of the speaker's or writer's feelings, including emotional reactions, judgments of people's behavior, and evaluations of objects. Engagement addresses how the speaker or writer positions themselves relative to the text and the listener or reader, as well as how they establish a connection with the listener or reader. Graduation pertains to the scaling or gradation of judgment involving both attitude and engagement.

This research will focus solely on one of the three subsystems, namely attitude. As previously mentioned, the attitude subsystem pertains to evaluations of oneself, others, events, circumstances, or actions, as expressed through both speech and writing. These evaluations can be either positive or negative. Martin and White categorize attitude into affect, judgment, and appreciation. Affect is specifically related to emotional responses to various entities, including other people, oneself, or events. Affect can be in the form of adjectives, such as: sad, happy, angry; verbs such as: like, hate, happy; adverbs, such as: joyfully, angrily; and nominalizations (verbs or adjectives turned into nouns): happiness, sadness, anger, and hatred. Judgment pertains to evaluations, both positive and negative, of human behaviors. Essentially, judgment involves ethical assessments, which may include the practice of religious values. Judgment is divided into two types: judgment of esteem and judgment of sanction. Judgment of esteem concerns normality (how typical someone is), capacity (how capable someone is), and tenacity (how persistent or resilient someone is). In contrast, judgment of sanction pertains to veracity (how honest or trustworthy someone is) and propriety (how ethical someone's behavior is) (as cited in Ma'mun & Riyono, 2021).

Meanwhile, appreciation pertains to the evaluation of natural phenomena, particularly in terms of aesthetic judgments. Besides the aforementioned three subcategories of attitude, the concepts of the appraiser and the appraised are also significant and will be examined in this study. The appraiser is the individual or subject who experiences or provides an assessment, whether it be in the form of affect, judgment, or appreciation. In contrast, the appraised refers to the entity or object being evaluated, which can include people, objects, or activities (Ma'mun & Riyono, 2021).

III. RESULT AND DISCUSSION

The data showed that the three subcategories of attitude, namely affect, judgment, and appreciation appeared in the whole data, namely nine times; affect and appreciation were used the least, namely three times each. This finding is different from research (Nugraheni, 2011) which found that positive appreciation appears most in commercial advertisements because producers try to persuade potential consumers by explaining the advantages of the products

offered. This difference in findings is due to the fact that political advertisements, despite having the same purpose as commercial advertisements, which is to persuade, offer different "products". Commercial advertisements often offer products in the form of tangible goods, while political advertisements offer more "services". Meanwhile, there is a similarity between the results of the research conducted by the author and the research conducted by Rohmawati (2016), which states that judgment is the attitude subsystem that appears most in political speeches, in this case the inauguration speech of Barack Obama as President of the United States. This confirms that in political discourse, discourse creators emphasize the assessment of human behavior or a group of humans, both the assessment of themselves and of others (society). This is acceptable considering that the object they will lead if elected is human. Further explanation of each data will be presented in the following section.

A. *Affect in Political Campaign Slogans of Legislative Candidates*

As explained in the theoretical foundation section, affect refers to the feelings or emotional reactions that are raised by the writer to be captured or understood by the reader. The slogans in the political campaigns studied in this paper contain positive affect in the form of a sense of solidarity and brotherhood in data (1A and 3A); the desire to make people happy in data (2A); as shown in Table 1 below.

TABLE 1
AFFECT IN SLOGANS ON POLITICAL CAMPAIGN FOR TUBAN REGENCY LEGISLATIVE CANDIDATES

Appraisal	Data
Positive Affect	(1A) Choose <i>wonge dewe</i> (2A) Together we work, it's time for the people to prosper (3A) Putra Bumi Ronggolawe for a better Tuban
Negative Affect	-

In data 1A, the phrase that shows affect is "wonge awak dewe", which is a local language (Javanese) phrase that in Indonesian means 'our own people'. In this slogan, the slogan creator, who is a candidate for Tuban Regency legislative member, is trying to attract sympathy from Tuban Regency residents by raising the issue of togetherness. By using this phrase, the candidate triggers the emotional reaction of potential voters through a sense of brotherhood and belonging to Tuban Regency. By using the word "awak dewe", this campaign slogan creates positive feelings in potential voters because "awak dewe" is an inclusive form that dissolves the boundaries between the slogan creator as a legislative candidate and the slogan reader as a potential voter.

The same thing is also found in data 2A. In this data, the affect that raises positive feelings in readers as prospective voters is the phrase "together we work." The words "together" and "we" can cause positive feelings because the reader as a prospective voter feels merged with the slogan creator as a prospective candidate. Through the selection of these words, the slogan creator impresses himself as a leader who will involve all parties from various circles of society when he becomes a leader. In addition to the phrase "together we work", this data also contains positive affect markers in the form of happy verbs. Through the verb phrase, it's time to make the people happy, the candidate wants to convey a message to the community that his main goal is solely to make the people of Tuban Regency happy.

In data 3A, positive affect is evoked by the phrases "Putra Bumi Ronggolawe" and "Better Tuban". Putra Bumi Ronggolawe can mean 'a son of the region who really comes from Tuban'. The effect of these phrases on the reader as a potential voter is the emergence of positive feelings or sympathy for the candidate because he is someone who comes from Tuban Regency so he understands the economic, social and cultural conditions of the Tuban people. Meanwhile, the phrase for a better Tuban reinforces the positive feelings generated by the phrase Putra Bumi Ronggolawe. In general, the positive affect in data 1A-3A expressed in the form of togetherness markers creates a positive feeling of security in the reader because the slogan creator as a legislative candidate is part of the reader, who is his potential voter.

B. *Judgment in Political Campaign Slogans of Legislative Candidates*

Judgments found in the data consist of four types, namely honesty judgment in data (1B) and (5B); capacity judgment in data (2B), (3B), (4B), (6B), (7B), and (9B); appropriateness judgment in data (3B) and (5B), and persistence judgment in data (7B), (8B), and (9B). These judgments are directed not only at the slogan creator himself, as shown by data (2B), (3B), (5B), (6B), (7B), (8B), and (9B), but also directed at something outside the slogan creator, in this case the people who live in the area where the slogan creator is nominated, as shown by data (1B) and (4B).

TABLE 2
JUDGMENT IN SLOGANS ON POLITICAL CAMPAIGN FOR TUBAN REGENCY LEGISLATIVE CANDIDATES

Appraisal	Data
Positive Judgment	(1B) Tuban is Physically and Spiritually Clean (2B) Working Fast and Smart for Tuban Regency (3B) Servant Leader (4B) SMS Taqwa (Healthy, Independent, Prosper, Taqwa) (5B) Clean, Character, Popular (6B) Ready to serve Tuban (7B) Fighting for People's Welfare (8B) Doing with the People (9B) Fighting for Prosperous Tuban
Negative Judgment	-

Judgment of honesty in data (1B) is shown by the phrase "clean inside and out", which refers to the values of honesty. By using this phrase, the slogan creator wants to show readers or potential voters that if elected as a regional leader, he will realize an honest and non-corrupt society and government. In data (5B), the judgment of honesty is also shown by the word "clean" which also refers to the values of honesty. In addition, the judgment is also reflected in the word character. The term "character" is defined as 'one of the qualities or traits that constitute and differentiate an individual'. (Merriam-Webster, nd). The word "character" in this slogan can be associated with positive behavior, which does not contradict ethical values in society. Judgment related to capacity or ability in data (4B) is shown by the words "healthy, independent, and prosperous". In addition, the word "prosperous" also appears in data (9B) in the phrase "Tuban sejahtera" and the noun form "welfare" in data (7B). The three adjectives contain the judgment of capacity, which indicates a person's ability to manage life well, avoid disease (healthy), not depend on others (independent), and live sufficiently and be able to fulfill all needs (prosperous). These three traits or behaviors must be owned by the community and become indicators of the success of a regional leader. In contrast to the capacity judgment addressed to the community who are potential voters as can be seen in data (3B), (7B), and (9B), the capacity judgment in data (2B), (4B), and (6B) is addressed to the slogan creators themselves who are legislative candidates. In data (2B), the capacity judgment is shown by the phrase "fast, precise, smart". These three adjectives show the effective behavior possessed by the candidate to solve public problems. The candidate claims to have the ability to work in a way that is not only fast, precise, but also smart.

In data (3B), the assessment is shown by the phrase "who serves". By using the verb "to serve", the slogan creator gives a positive assessment of himself as a potential leader or official who does not ask to be served by his citizens. In data (6B), the capacity judgment is also addressed to the slogan creator himself through the phrase "ready to work". This phrase emphasizes the candidate's readiness and ability to work to lead the people of Tuban Regency.

Judgment of appropriateness refers to the norms or ethics believed in society, including religious norms. In data (4B), the judgment is shown by the word "taqwa". In this data, the judgment is not addressed to the slogan creator, but to the community or slogan readers. Although the slogan creator in the cloth advertisement does not explicitly state "SMS Taqwa (Healthy, Independent, Prosperous, Taqwa)" as his priority program in advancing society, this can be easily understood as such because in the context of campaigns, the issues that are often raised by politicians to attract votes from the public are economic issues (independence, welfare), health, and education or morality (piety). In this data, the slogan creator states his assessment that a society must have the nature of piety. Meanwhile, in data (5B), the assessment is shown by the word "popular". This adjective refers to simple behavior and does not create distance with the people. "popular" is an ethical behavior that a leader must have. Judgment of persistence in data (7B), (8B), and (9B) is shown by the verbs "struggle, do, and serve" respectively. The judgment is addressed by the slogan creators to themselves. In data (7B), the most appropriate meaning with the word "strive" is 'to devote serious effort or energy' (Merriam-Webster, nd). By using this word, the slogan creator claims that he will strive to the end to improve the welfare of the people, no matter how difficult and difficult the challenges will be. The word "doing" in data (8B), means "to do or do something", in a positive context, this word implies the willingness of the slogan creator as a legislative candidate to work for the benefit of the people.

C. Appreciation in Political Campaign Slogans of Legislative Candidates

Appreciation in the studied political campaign slogans is found in data (1C), (2C), and (3C) as shown in Table 3.

TABLE 3
APPRECIATION IN SLOGANS ON POLITICAL CAMPAIGN FOR TUBAN REGENCY LEGISLATIVE CANDIDATES

Appraisal	Data
Positive Appreciation	(1C) Tuban is too great to be ordinary (2C) New Tuban, New Leader (3C) For a more prosperous Tuban
Negative Appreciation	-

In data (1C), appreciation is shown by the phrase "too great to be ordinary". Unlike "Tuban" in data (3A), (1B), (9B), and (10B) which refer to the people or society of Tuban, in data (1C) the word "Tuban" refers to Tuban as a system, produced by human thoughts and actions. Therefore, the word Tuban in this data can be embedded with the phrase "too

great" as a form of positive assessment of human 'work'. Meanwhile, in data (2C), positive appreciation is reflected in the word "new". Similar to the previous data, Tuban in this data also refers to human work, so it can be labeled as new or old. By using the phrase "New Tuban", the slogan creator offers a Tuban that is different from the previous one. Meanwhile, in data (3C), Tuban is given a more advanced nature as a form of positive appreciation from the legislative candidate for the area he leads if elected in the future.

D. Appraiser Subject and Appraised Object in Political Campaign Slogans of Legislative Candidates

As explained in the theoretical basis in the previous section, appraiser is a term that refers to the person who provides the appraisal or the source of the appraisal, while appraised refers to something that is appraised, either in the form of other people, circumstances, events, or natural phenomena. The sources of appraisal in the fifteen slogans studied are shown in Table 4 below.

TABLE 4
SOURCE OF APPRAISAL IN POLITICAL CAMPAIGN SLOGANS FOR TUBAN REGENCY LEGISLATIVE CANDIDATES

Data	Source of Appraisal
1A) Choose wongge dewe	Subject: slogan maker Object: Tuban people
(2A) Together we work, it's time for the people to prosper	Subject: slogan maker Object: Tuban people
(3A) Son of the Bumi Ronggolawe for a better Tuban	Subject: slogan maker Object: slogan maker
(1B) Tuban is Physically and Spiritually Clean	Subject: slogan maker Object: Tuban
(2B) Working Fast and Smart for Tuban Regency	Subject: slogan maker Object: slogan maker
(3B) Servant Leader	Subject: slogan maker Object: slogan maker
(4B) SMS Taqwa (Healthy, Independent, Prosperous, Taqwa)	Subject: slogan maker Object: Tuban people
(5B) Clean, Characteristic, Popular	Subject: slogan maker Object: slogan maker
(6B) Ready to serve Tuban	Subject: slogan maker Object: slogan maker
(7B) Fighting for People's Welfare	Subject: slogan maker Object: slogan maker
(8B) Moving with the People	Subject: slogan maker Object: slogan maker
(9B) Fighting for Prosperous Tuban	Subject: slogan maker Object: slogan maker
(1C) Tuban is Too Special to Ignore	Subject: slogan maker Object: Tuban
(2C) New Tuban, New Leader	Subject: slogan maker Object: Tuban, slogan maker
(3C) For a more prosperous Tuban	Subject: slogan maker Object: slogan maker

In Table 4, it can be seen that all assessment subjects are the slogan creators themselves, which in this case are legislative candidates. The slogan creators did not use testimonials or quote from other parties to support their statements. Therefore, the statements given in the slogans are only one-sided. As for the object of assessment, out of fifteen slogans, ten are directed at the slogan creators themselves. This again shows that in their political campaign slogans, legislative candidates tend to make subjective claims about their quality, as shown by data (3A), (2B), (3B), (5B), (6B), (7B), (8B), (9B), (2C), and (3C). These findings also confirm what Maulana said in (Retnowati, 2013), that advertisements for political campaigns are often not credible, less relevant, and still perceive the public or potential voters as unintelligent.

IV. CONCLUSION

The results and discussion of this research show that all three subcategories of attitude, namely affect, judgment, and appreciation are used in political campaign slogans in Tuban Regency. The emergence of judgment as the most dominant subcategory is motivated by the nature of the legislative election political campaign itself, which indeed offers "services to lead" so that it cannot be separated from ideal assessments of human behavior (society). Of all the appraisal tools found, all of them show positive assessments. Meanwhile, from the aspect of the appraisal source, the slogan creator appears dominantly as both subject and object. This shows that Tuban legislative candidates in their campaign slogans predominantly make subjective positive claims about their quality, without quoting or presenting testimonials from other parties.

REFERENCES

- [1] Dörnyei, Z. (1997b). Psychological processes in cooperative language learning: Group dynamics and motivation. *Modern Language Journal*, 81(4), 482–493.
- [2] Halliday, M. A. K. (2014). *Halliday's Introduction to Functional Grammar* (Fourth Edition). New York: Routledge.
- [3] Handono, S. (2017). Implikatur Kampanye Politik dalam Kain Rentang di Ruang Publik. *Aksara*, 29(2), 253-260. <https://doi.org/10.29255/aksara.v29i2.52.253-266>
- [4] Ma'mun, N., & Riyono, A. (2021). The Problems of Early Childhood Education During COVID-19: An Appraisal Analysis of "Does Early Childhood Education Still Matter during Covid-19? On The Jakarta Post. *ELTALL: English Language Teaching, Applied Linguistic and Literature*, 2(1), 29-29.
- [5] Martin, J. R., & White, P. R. R. (2005). The Language of Evaluation. *Appraisal in English*. New York: Palgrave.
- [6] Macmillan. 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. <https://doi.org/10.5296/ijl.v8i4.9398>
- [7] Merriam-Webster. (nd). Character. In *Merriam-Webster.com*. Accessed on May 7th, 2023, from <https://www.merriam-webster.com/dictionary/character>
- [8] Merriam-Webster. (nd). Strive. In *Merriam-Webster.com*. Accessed on May 7th, 2023, from <https://www.merriam-webster.com/dictionary/strive>
- [9] Nugraheni, Y. (2011). Sistem Appraisal pada Teks Iklan Komersial di Tabloid NOVA. *Jurnal Parole*, 2(1), 45–58.
- [10] Retnowati, Y. (2013). Efektivitas Iklan dalam Meraih Partisipasi Politik. *Jurnal Wacana*, 12(3), 201-211.
- [11] Rohmawati, I. (2016). Appraisal Devices Realizing Attitudes in Barack Obama's Inaugural Speech. *Jurnal Vision*, 5(1), 27–55.
- [12] Sudaryanto. (2015). *Metode dan Aneka Teknik Analisis Bahasa*. Yogyakarta: Sanata Dharma Univ. Press.
- [13] Suparto, A. D. (2018). Transitivity Analysis on Framing in the Online News Articles. Ranah: *Jurnal Kajian Bahasa*, 7(1), 16. <https://doi.org/10.26499/rnh.v7i1.586>

Mardi Widodo is an associate professor at Pancasila and Citizenship Education Study Program (PPKn) at the Universitas PGRI Ronggolawe (UNIROW), Tuban, Indonesia. He obtained Masters degree from IKIP Jakarta before become to Universitas Negeri Jakarta and Doctoral Degrees at the Universitas Pendidikan Indonesia (UPI) Bandung Postgraduate in Citizenship Education. He can be contacted at mardiwidodo@unirow.ac.id or mardiwidodo57@gmail.com.

Mohamad Syahri is an Associate Professor in the Pancasila and Citizenship Education study program at the Universitas Muhammadiyah Malang, Indonesia. He obtained a master's degree from the Post Graduate Universitas Muhammadiyah Malang in the field of sociology, and obtained a doctorate from the Postgraduate School of the Universitas Pendidikan Indonesia, in the field of Citizenship Education. He can be contacted at syahri@umm.ac.id.

Usep Supriatna is a Lecturer in the Pancasila and Citizenship Education Study Program ((PPKn) at the Universitas PGRI Ronggolawe (UNIROW) Tuban, East Java. He obtained Master's and Doctoral Degrees at the Universitas Pendidikan Indonesia (UPI) Bandung Postgraduate in General Education. Can be contacted at usepsupriatna@unirow.ac.id.

Sumadi Sumadi is a lecturer at Elementary School Teacher Education Study Program at Universitas PGRI Ronggolawe, Indonesia. He obtained his doctoral degree from Universitas Negeri Malang, Indonesia in the field of instructional technology studies. He can be contacted at 63sumadi@gmail.com.

Sita Isna Malyuna is a lecturer in the elementary school teacher education study program at Universitas PGRI Ronggolawe Tuban, Indonesia. He has obtained a bachelor's degree from the Universitas Islam Indonesia in the field of Islamic Religious Education and a master's degree from the Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Indonesia in the field of Islamic Religious Education. He can be contacted at sitaisna93@gmail.com.