

Appraisal Study on Attitudinal Analysis of an Article Entitled “Women make ‘Kebaya’ a fashion mission”

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Abstract. The study is aimed at analyzing attitudes toward kebaya in Perdana’s “Women make *Kebaya* a fashion mission” posted in the Jakarta Post newspaper. The article was analyzed based on an attitude framework consisting of appreciation, affect, judgment, and amplification based on Eggins & Slade’s theory and Martin & Slade’s theory. The data were analyzed in a qualitative approach. The finding shows that there are 34 lexical items of four types of attitudinal appraisal found in the article. The most occurred type of appraisal used is judgment. It takes almost half of the total number (47%) of lexical items found. Furthermore, this category consists of 10 lexical items that belong to social esteem and 5 lexical items of negative social sanction. It means that the author judges *kebaya* more positively as traditional women’s dress in Indonesia than a negative one.

INTRODUCTION

In everyday life communication, we usually express our opinions, feelings, or even our evaluation of someone’s behaviors, situations and conditions, and some other things through language. These expressions can be conveyed either orally or in writing. Not all of everyone can easily express what they think and feel verbally. That is why they prefer to deliver their intention textually. As noted by (Halliday, 1994) that studying text can be used to understand a language. Text is not only defined as a semantic unit of meaning, but also as an exchange of social meaning. By this, it can be inferred that analyzing a text can lead us to a deep understanding of what writers meant.

A meaning behind someone’s speech or utterances in both written and spoken can be captured through discourse analysis. Explained by (Stubbs, 1987) that discourse analysis is used to study language organization that is larger than sentences or clauses, namely linguistic units, such as the exchange of conversations or written text. Furthermore, dealing with discourse, Matthiessen (1995) in (Hidayati, 2017) mentioned three social functions that are reflected from people using language for such as interpersonal, ideational, and textual meta-function.

Appraisal theory as a part of the Systemic Functional Linguistic framework is developed from interpersonal meta-function. This theory revealed how speakers form specific identities when communicating and put themselves in front of other people. The analysis of the language used by the speakers depends on the speakers’ trust, goals, and

relationship with others Haristyanti (2015). Furthermore, the use of appraisal theory clarifies writers' position on attitudes through several discourses in contexts depending on emotions, shared feelings, judgments, and the alignment of one's author's identity construction (Martin & White, 2005).

According to Martin (2005) attitude deals with someone's feelings which consists of behavioral judgment, emotional reactions, and evaluation of things. As mentioned by (Delahunty & O'Shea, 2019; Martin, 2017) behavioral judgment is related to the assessment of social behavior. Emotional reactions are related to the feeling and opinions of the authors (Bednarek, 2009).

Attitude entangles three semantic fields which include emotion, ethics, and aesthetic (Martin & White, 2005). Further, they explain that there are three semantic regions for expressing positive and negative evaluation. The first one is *appreciation* which uses to evaluate semiotics and natural phenomena. The second one is *affect* dealing with attitudes on the feelings, positive and negative. The third one is *judgment* relating to behavior that is admired or criticized, praised or condemned. Besides the categories of attitude given by Martin & White (2005), there is another category called amplification explored by Egging & Slade (1997).

We can find attitudes conveyed in a particular text in the form of feelings, emotions, and behavioral judgments. The expression of attitude in the text conveys a positive or negative evaluation based on not only the writer's point of view but also the cultural background. Social context determined someone's attitudes reflected in the text they write.

The attitude system can be used to analyze opinions because they are expressed based on one's point of view on something conveyed by others. Even though we can find attitudes conveyed in a particular text, most of them involve feelings, emotions, and behavioral judgments by evaluating something. The expression of attitude in the text conveys a positive or negative evaluation based on the writer's point of view.

Studies concerning the use of appraisal on attitude have been conducted by many researchers. In 2021, (Nurjanah, 2021) investigated the attitudinal analysis of published news in the Guardian newspaper. This study used a systemic functional linguistic framework in analyzing the words used by the editorial. The findings show that the Guardian newspaper editorials use more negative attitudes than positive ones in the matter of affects, judgment, and appreciation. The study recommended the use of appropriate language from small units like words.

While (Asad et al., 2021) investigated two Pakistani Online newspapers on attitudinal stances. The newspaper's trend can be easily identified through the usage of language. To reveal the newspaper's stances, the analysis was carried out on 2 reports consisting of the words '5013' words on the Speech of Prime Minister Imran Khan at the 74th UN session. The result showed that both newspapers indirectly elicited attitudes by putting evaluative foundation described in the quoted text.

Another research was done by (Daniarsa & Mulatsih, 2020) to find out what kind of appraisals item was used in the editorial of two newspapers Tempo and Kompas. The results of the study indicated Tempo's editorial tended to use more negative judgment and the appraised is mainly to the government. Meanwhile, Kompas tended to use more negative affect and the appraised is mostly to the Papua people and the condition in Papua. It infers that Kompas on their side expressed more sympathy for those impacted by the riots. In

terms of graduation, both editorials tended to use more force rather than focus, especially intensification. This indicates that the opinions of the two editorials are mostly from the author’s point of view.

The objective of this study is to investigate the types of appraisals used in the article entitled woman make *Kebayaa* fashion mission posted in the Jakarta Post newspaper. The study becomes important since the appraisals used in the article mostly judgment which means that the writer of the article related *Kebaya* as social esteem where normality, capacity, and also tenacity become one aspect that should be considered besides social sanction related to veracity and propriety those are led to positive or negative judgment.

A news article in the newspaper usually discusses recent issues, general interest, or specific topics with the objectives to blow up news, research results, academic analysis. A news article needs the accounts of eyewitnesses on the happening event. A news article can be in the form of photographs, accounts, statistics, graphs, interviews, debates on a specific topic. A news article has a different form to those academic papers, the last is usually published in an academic journal can be monthly or per semester. The status of academics is mostly based on how many articles they have had published several times and their articles are cited by authors of other articles.

The researches concerning appraisals on attitude in Ratih’s study proposed the significance of choosing the right word to express attitude. To express the negative or positive judgment can be shown from the choice of the words. While both Asad and Daniarsa stated that the use of positive and negative appraisal on attitude is mostly affected by the writer’s point of view. In this study, however in investigating appraisals *Kebayaa fashion mission* in the article posted in the Jakarta Post closely related to the culture, so the point of views of the writers affected by the culture. And this is the difference between this study to other previous studies.

Since many of the researches tried to identify the kind of appraisal related to attitudes in the text, this study tried to find out more deeply the cultural background as the important aspect as a part of the usage *Kebayain* the society. We can not ignore that cultural knowledge influences one’s attitude in dress. The analysis of appraisals on attitude related to the culture is one of the important discussions since other studies hardly touch cultural theme in their studies. This will be a contribution to the discussion on culture even in the form of a news article published in the newspaper. This is the gap that we tried to fill up.

METHOD

This is a study on the appraisal system or attitudinal analysis of an article from The Jakarta Post. The title of the article which was written by Yuliasri Perdana is “women Make *Kebaya* a Fashion Mission”. It was published on Sunday, November 22, 2015. A qualitative approach was applied to achieve the objective of the study. It is used since it allows the writers to collect and analyze the data in a real condition (Creswell, 2007). The article was analyzed based on an attitude framework that consists of appreciation, affect, judgment, and amplification based on Eggins and Slade’s theory (1997) and Martin and Slade (2005). The lexical items found in the article are analyzed using attitudinal appraisal theory. Firstly, it

explored the linguistic elements. The frequency of the occurrence of lexical items in each category was presented. Then, it was analyzed to show the categorization.

FINDINGS

The data collected was analyzed by looking at the lexical items which show attitudinal analysis: Affect, Judgment, Appreciation, and Amplification. After researching, the writer found 34 lexical items that can be categorized in attitude. The detailed findings can be seen below.

Table 1 The complete data of attitudinal analysis

| No | Appraisal | Frequency | Percentage |
|-------|---------------|-----------|------------|
| 1 | Appreciation | 7 | 21% |
| 2 | Affect | 2 | 6% |
| 3 | Judgment | 15 | 47% |
| 4 | Amplification | 9 | 26% |
| Total | | 33 | 100% |

The following is the chart that shows the comparison of the lexical items used to show attitude.

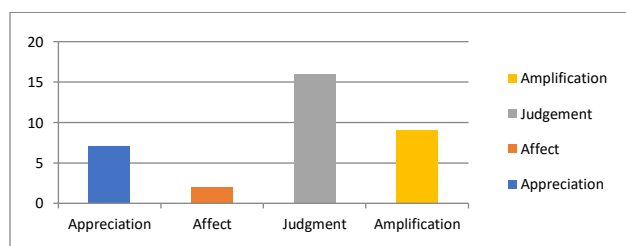


Figure 1. The total number of attitude lexical items

The following pie chart gives the efference of the most frequently used lexical items of judgment which is 47% of the total number of appraisal lexical items found in the article.

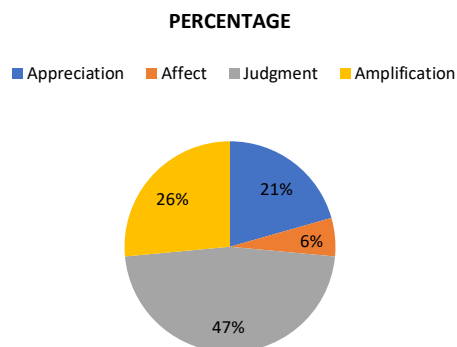


Figure 2. the percentage of lexical items used for attitude.

To see in detail the data from the lexical items used in each category, the following is the presentation.

Appreciation

Based on the data found in the article, the writer found only 7 lexical items out of 34 (21%) that can be categorized into appreciation as described in the following table.

Table 2. Appreciation Category

| NO | Sentence | Lexical item | Appraised | Appreciation | | | | | | |
|----|--|--------------|-----------|--------------|---|-------------|---|-----------|---|--|
| | | | | Reaction | | Composition | | Valuation | | |
| | | | | + | - | + | - | + | - | |
| 1 | When one thinks of Indonesia, ... a piece of <u>intricate</u> batik or tenun ... | Intricate | Batik | | | V | | | | |
| 2 | Some women ... to bring the <u>classic</u> and elegant attire ... | Classic | Attire | | | | | V | | |
| 3 | Some women... to bring the classic and <u>elegant</u> attire... | Elegant | Attire | | | | | V | | |
| 4 | ... official functions and <u>special</u> events. | Special | Events | | | V | | | | |
| 5 | ... with <u>matching</u> batik or tenun every day. | Matchin g | Batik | V | | | | | | |
| 6 | ... during their work and <u>leisure</u> time. | Leisure | Time | | | | | | V | |

| | | | | | | | | |
|-------|---|----------|---|---|-----------------------------|---|---|---|
| 7 | “At first, I just <u>wanted</u> to look different,” ... | Wanted | I | V | | | | |
| 8 | ... I had many experiences that <u>prompted</u> me... | Prompted | I | V | | | | |
| Total | | | | | 3 | 1 | 2 | 1 |
| | | | | | 7 (6 positive + 1 negative) | | | |

The data on the table 1 points out that the author used words that have more positive meanings than negative ones. It can be seen that there are six words with positive meaning with details of 3 words on the reaction; 1 word on the composition; and 2 words on the valuation. Meanwhile, only 1 word has a negative meaning in valuation. This shows that the author gives a good appreciation of the kebaya.

Affect

The following data are on the lexical items classified as Affect.

Table 3. Affect category

| NO | Sentence | Lexical item | Appraised | AFFECT | | | | | | |
|-------|---|--------------|-----------|--------------|---|-------------|---|------------------|---|--|
| | | | | Un/happiness | | In/security | | Dis/satisfaction | | |
| | | | | + | - | + | - | + | - | |
| 1 | ... <i>kebaya</i> are <u>suffering</u> ... | suffering | Kebaya | | V | | | | | |
| 2 | “At first, I just wanted to look different,” she <u>laughed</u> . | laughed | She | V | | | | | | |
| Total | | | | | 1 | 1 | | | | |

The table 2 displays that there are only two lexical items that are categorized in affect. The lexical item ‘Suffering’ indicates that it is a word that shows feelings of sadness, while being included in the category of negative affect. While the second is the word ‘laugh’. This is included in the category of positive affect.

Judgment

The following data are on the lexical items classified as Judgement.

Table 4. Judgment category

| NO | Sentence | Lexical item | Appraised | Judgment | | | |
|----|----------|--------------|-----------|---------------|---|-----------------|---|
| | | | | Social esteem | | Social sanction | |
| | | | | + | - | + | - |
| | | | | | | | |

| | | | | | |
|----|---|---------------|------------------|------------------|------------------|
| 1 | Every country is <u>gifted</u> ... | <u>gifted</u> | Every country | V (capacity) | |
| 2 | ... an Indonesian woman <u>wrapped</u> in... | Wrapped | Indonesian woman | V (normality) | |
| 3 | ..., <i>kebaya</i> are suffering from <u>waning</u> appeal... | Waning | appeal | | V (capacity) |
| 4 | ... to bring the <u>classic</u> and elegant attire ... | Classic | Attire | V (normality) | |
| 5 | ... the classic and <u>elegant</u> attire ... | Elegant | Attire | V (normality) | |
| 6 | ... <u>fully</u> aware that people were noticeably staring at them. | Fully | Aware | V (normality) | |
| 7 | ... fully aware that people were noticeably <u>staring</u> at them. | Staring | People | | V (normality) |
| 8 | ... “Did you just attend a <u>special</u> event?” ... | special | Event | V (normality) | |
| 9 | Taty, a businesswoman, and mother of six is one of 41 <u>active</u> members of Perempuan <i>Berkebaya</i> ... | Active | Member | V (capacity) | |
| 10 | ... a movement to wear the <u>traditional</u> blouse and skirt sets ... | Traditional | Blouse and skirt | | V (normality) |
| 11 | ... Kristin Samah, an author, and <u>former</u> journalist, ... | former | Journalist | V (capacity) | |
| 12 | “At first, I just wanted to look <u>different</u> ,” she laughed. | Different | I | V (capacity) | |
| 13 | ... women wear the attire regularly including for | Traditional | Ceremonies | | V (normality) |

| | | | | | |
|----|--|-----------|------------|----------------------|---------------|
| | religious and traditional ceremonies. | | | | |
| 14 | ... including for religious and traditional ceremonies. | Religious | Ceremonies | | V (tenacity) |
| 15 | ... <i>kebaya</i> are usually reserved for official functions and special events | Special | Events | | V (normality) |
| | Total | | | 4 | 1 |
| | | | | 5 (social esteem) | |
| | | | | 6 | 4 |
| | | | | 10 (social sanction) | |

The total number of judgment lexical items is 15 out of 33 (47%) as is described in the table 3. There are 10 words which are categorized in the positive judgement and 5 words are in negative judgment. It denotes that the author judged *Kebaya* as the positive thing.

Amplification

The following data are on the lexical items classified as Amplification.

Table 5. Amplification category

| NO | Sentence | Lexical item | Amplification | | |
|----|---|--------------|---------------|------------|------------|
| | | | Enrichment | Augmenting | Mitigation |
| 1 | “When wearing <i>kebaya</i> , we’re frequently asked: ...” | Frequently | | V | |
| 2 | “... Did you <u>just</u> attend a special event?” ... | Just | | | V |
| 3 | “And <u>most</u> of the time, I answer: ...” | Most | | V | |
| 4 | “... No, I <u>just</u> came from home” ... | Just | | | V |
| 5 | They come from <u>various</u> occupations, from homemakers, lecturers and journalists to government officials. | Various | | V | |
| 6 | Their commitment to wearing <i>kebaya</i> extends to overseas travel, trekking mountains, cycling and <u>even</u> paragliding | Even | | V | |
| 7 | “At first, I <u>just</u> wanted to look different,” she laughed. | Just | | V | |
| 8 | But then, I had <u>many</u> experiences that prompted me to wear <i>kebaya</i> every day. | Many | | V | |

| | | | |
|---|--|-----------|--------------------------|
| 9 | <i>Kebaya</i> ...the attire <u>regularly</u> including for religious and traditional ceremonies. | Regularly | V |
| | Total | | 7 2 |
| | | | 9 |

This is the last category of attitude. The percentage of amplification is 26 % as is described in table 4. There are 7 lexical items of augmenting; 2 lexical items of mitigating; and none can be categorized in enrichment. It means that the author used lexical items to increase the size or value of something by adding something to the words 7 times. And she used 1 word just twice for mitigating.

Discussion

The data above shows that the number of lexical items of positive appreciation is higher than the negative ones with 6 and 1 respectively. This means that the writer has a positive attitude on *kebaya*, the traditional cloth. The knowledge of the writer about *kebaya* also contributes significant ideas to what she is going to write since *kebaya* is one of the traditional clothes which is closely related to the culture. Someone who has good knowledge of culture can appreciate it even in the form of words (Pratiwi & Mandala, 2015). According to Martin & White (2005), the lexical items used in appreciation are adjectives. However, Eggins and Slade (1977) say that they can be nouns, verbs, and adverbs. From the article, the writer found the use of the verb “want”. The word “want” shows that the thing described gives a positive reaction so that it is *wanted*. The word *prompted* also belongs to appreciation because the word shows that I was prompted to wear *kebaya* meaning that I appreciate *kebaya* and it is positive appreciation. There is only one negative appreciation, leisure. It includes a negative valuation as it means no work so it is not productive.

The data also indicates that the author address a positive judgment on the *Kebaya*. This is evidenced from the data shown in the table 4. The data display that almost half of the total number (47%) belongs to the judgment category with 5 for social esteem and 10 for social sanctions. Among 6 lexical items of judgment found, one belongs to negative social esteem. *Wrapped*. Among 11 lexical items belonging to social esteem, 4 are lexical items of negative social sanction. This means that there is more positive judgment than negative judgment. *Kebaya* is judged more positively.

The data depicts that the writer used lexical items of judgment the most frequency (47%). This shows that the article is really about people’s opinion on *kebaya* as fashion. The second most frequently used is amplification with 26%, showing that the writer used lexical items to show the amplification to emphasize her attitude. The next is lexical items of appreciation with 21% meaning that the writer appreciated the thing quite often. The least frequently used article in *The Jakarta Post* is affected. This article does not describe the feeling like sad or happy but it gives judgment on *kebaya* the traditional clothes.

The overall findings signify that the knowledge of the author about *kebaya* also contributes significant ideas to what she is going to write since *kebaya* is one of the traditional clothes which is closely related to the culture. Someone who has good knowledge of culture can appreciate it even in the form of words (Pratiwi & Mandala, 2015). As seen on the data in which the author used more positive words than negative ones.

Conclusion

Our current study highlighted that judgment is the highest attitude used by the author since the article is about *kebaya*. There are 15 lexical items of judgment. This describes that the article shows the judgment of the writer on the use of *kebaya* (traditional clothes) as the model for the women. The second one is appreciation. It describes or gives the writer’s opinion of *kebaya* and nine lexical items of amplification as in giving the judgment of the traditional fashion the author uses some lexical items to amplify. Meanwhile, there are only two lexical items of affect as this article does not discuss someone’s feelings like happiness, sadness, or others. In short, the author judges *kebaya* more positively as traditional women’s dress in Indonesia.

Future research needs to look at several different published news and investigate the attitudinal of authors in their writing. In addition, research can also be conducted to see the difference between the use of lexical items of attitude by authors in well-known and local magazines.

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