

Appraisal System Analysis in Indonesian Economic Discourse Toward Society 5.0

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Abstract– This study investigates the use of the Appraisal System in Indonesian economic discourse, particularly in business, economic, and banking news published by major online newspapers within the context of Society 5.0. Although Appraisal Theory has been widely employed in political discourse analysis, its application to economic discourse remains relatively limited. This gap provides the primary motivation and novelty of the present study. Specifically, the research explores how journalists and writers express their attitudes toward economic issues through evaluative language. A qualitative research design was adopted using the interactive analysis model proposed by Miles and Huberman. The data consisted of business, economic, and banking news articles published by prominent Indonesian online newspapers, including *Kompas* and *Detik.com*, between 2020 and 2023. The collected texts were analyzed using Martin and White's Appraisal Theory, focusing exclusively on the Attitude subsystem, which comprises Affect, Judgement, and Appreciation. The findings reveal that all categories of Attitude are present in the selected discourse. Affect is represented through emotional dimensions such as happiness/unhappiness, security/insecurity, satisfaction/dissatisfaction, and inclination/disinclination. Judgement is expressed through social esteem and social sanction, while Appreciation is realized through reaction, composition, and valuation. Among these evaluative resources, Appreciation emerges as the most dominant category, indicating that Indonesian economic discourse predominantly evaluates events, policies, and economic developments through assessments of value, significance, and quality rather than personal emotions or moral judgments. These findings suggest that Indonesian economic media generally adopts a constructive and optimistic evaluative stance in portraying economic development during the transition toward Society 5.0

Keywords: Appraisal System, Discourse Analysis, Attitude, Affect, Society 5.0

1. INTRODUCTION

Indonesia's economy has continued to experience a period of adjustment in the aftermath of the COVID-19 pandemic. Although economic growth has gradually recovered, the country's economic condition remains dynamic and highly complex due to the interaction of various factors, including domestic economic performance, global uncertainty, and government policies. Reports on Indonesia's economic development are commonly presented in the form of news articles, editorials, and analytical reports. Consequently, readers require more than factual comprehension; they also need the ability to interpret the evaluative meanings embedded within these texts. One effective approach to achieving this deeper understanding is through the Appraisal System, a framework that examines how language conveys evaluation, attitude, and interpersonal meaning.

Communication is not merely the exchange of information but also the negotiation of meaning between writers and readers. As argued by Fairclough (2017) and Van Leeuwen (2008), discourse does not simply present facts; it simultaneously communicates opinions, evaluations, and ideological perspectives. Therefore, understanding written discourse requires readers to recognize not only the information being conveyed but also the attitudes and values embedded in linguistic choices. In this study, the discourse under investigation consists of business, economic, and banking reports published in leading Indonesian online newspapers, particularly *Kompas* and *Detik.com*, focusing on issues related to Society 5.0. The emergence of Society 5.0 has introduced a new era characterized by rapid technological advancement, digital transformation, and increasingly intense global competition. These developments have encouraged Micro, Small, and Medium Enterprises (MSMEs) to adopt innovative strategies to remain competitive. Prasetyo (2023), for example, explored comprehensive strategies for strengthening the competitiveness of Indonesian MSMEs within the Society 5.0 framework using a hybrid research approach that combined literature review with qualitative analysis. The study concluded that enhancing business knowledge, increasing productivity, and strengthening domestic market competitiveness are essential for empowering MSMEs to contribute not only to economic growth but also to national development.

Similarly, Çipi et al. (2023) developed a transparent socio-technical model for identifying and developing new business opportunities in the Society 5.0 context. Employing a multiple-criteria decision analysis combined with a constructivist approach, the study identified seven strategic domains that support future business development: (1) policy and strategy, (2) healthcare, (3) legislation and regulatory support, (4) digital transformation, (5) information security, (6) business models, and (7) value chain management. In another study, Fuad et al. (2023) examined the influence of technological innovation on business sustainability using an integrated quantitative and qualitative approach. Their findings

demonstrated a strong positive relationship between technological innovation adoption and sustainable business decision-making.

The present study adopts the Appraisal Theory developed by Martin and White (2005) as its analytical framework. Appraisal Theory forms part of interpersonal meaning within Systemic Functional Linguistics and explains how speakers and writers express evaluations, emotions, attitudes, and value judgments in discourse. According to Wilson (2011), appraisal resources enable writers to communicate their feelings, negotiate shared values, and position readers toward particular viewpoints. Through these evaluative resources, discourse becomes a medium for constructing social meaning rather than merely transmitting information. This research focuses specifically on the Attitude subsystem of Appraisal Theory, which consists of three major categories: Affect, Judgement, and Appreciation. Affect concerns emotional responses and feelings expressed toward people, events, or situations. Judgement evaluates human behavior according to socially accepted norms and ethical standards. Appreciation, meanwhile, evaluates the value, quality, significance, or aesthetic characteristics of objects, events, or phenomena. Within Affect, emotions may be categorized into four dimensions: happiness versus unhappiness, security versus insecurity, satisfaction versus dissatisfaction, and inclination versus disinclination. These emotional evaluations enable researchers to identify how writers express optimism, concern, confidence, uncertainty, approval, or reluctance toward particular issues.

Judgement is divided into two major categories: social esteem and social sanction. Social esteem evaluates individuals in terms of normality, capacity, and tenacity, whereas social sanction assesses behavior based on truthfulness (veracity) and ethical propriety. These evaluations reveal how discourse constructs social approval or criticism. Appreciation evaluates entities, events, products, and abstract concepts through three dimensions: reaction, composition, and valuation. Unlike Affect and Judgement, Appreciation primarily focuses on evaluating the quality, effectiveness, significance, or aesthetic value of phenomena rather than evaluating people or emotions.

Expressions of Affect may appear in several linguistic forms. They can be realized through explicit emotional vocabulary, physical expressions, descriptions of extraordinary behavior, metaphorical language, or facial expressions. For example, phrases such as *consumers felt delighted*, *the Minister of Finance laughed during the interview*, or *she cried until she fainted* all represent different realizations of emotional evaluation within discourse. Previous studies have extensively applied Appraisal Theory to news discourse. Akhroh (2022), Yulianti et al. (2021), Prastikawati (2021), Pusparini et al. (2017), and Wijayanto (2016), for instance, investigated evaluative language in newspaper articles covering various social and political issues. Their findings consistently demonstrate that news discourse inevitably reflects journalists' attitudes through varying combinations of Affect, Judgement, and Appreciation.

Prastikawati (2021) found that Affect—particularly the category of unhappiness—was the dominant evaluative resource in BBC news articles, whereas Judgement appeared least frequently. Yulianti et al. (2021) reported that journalists attempted to maintain balanced reporting while simultaneously expressing negative Appreciation and Judgement in news coverage concerning vaccine distribution. Pusparini et al. (2017) concluded that each newspaper develops its own distinctive appraisal pattern, particularly regarding Engagement and Graduation resources. Likewise, Wijayanto (2016) emphasized that attitudes represent evaluations of people, events, and emotions whose intensity may vary according to communicative purposes. Beyond newspaper discourse, Appraisal Theory has also been applied to educational materials and social media communication. Nurinsani et al. (2022) examined descriptive texts in Indonesian senior high school English textbooks and found that Appreciation was the most frequently employed evaluative category. Meanwhile, Yuliyanti (2023) and Hamdani (2021) investigated religious controversy on social media, reporting that Judgement dominated public responses, reflecting predominantly negative evaluations among users. Sukma (2018) analyzed political campaign slogans and concluded that Judgement was the most frequently employed appraisal resource for influencing public opinion.

Despite these growing applications, research investigating Appraisal Theory within Indonesian economic discourse remains relatively scarce. Most previous studies have concentrated on political news, educational discourse, or social media interactions. Consequently, the evaluative patterns employed in business, economic, and banking discourse within the context of Society 5.0 remain largely unexplored.

Therefore, this study seeks to address the following research questions:

1. How are business, economic, and banking discourses evaluated through the Attitude subsystem of the Appraisal System?
2. How are the appraisal categories classified within Indonesian economic discourse concerning Society 5.0?

2. RESEARCH METHOD

This study employed a qualitative research design using the interactive data analysis model developed by Miles and Huberman (2014). A qualitative approach was considered appropriate because the objective of the study was to investigate how evaluative meanings are constructed and expressed in economic discourse through the linguistic resources of the Appraisal System. The primary data consisted of written discourse published by Indonesian online newspapers covering topics related to business, economics, and banking. News articles were purposively selected from reputable Indonesian media outlets, including *Kompas* and *Detik.com*, published between 2020 and 2023. To ensure the relevance of the analysis, only articles discussing issues associated with the implementation of Society 5.0 were included in the dataset.

The data analysis followed the interactive procedures proposed by Miles and Huberman (2014), consisting of four interconnected stages: data collection, data reduction, data display, and conclusion drawing. During the data collection stage, economic, business, and banking news articles were gathered from the selected online newspapers. Subsequently, the data underwent an initial reduction process, in which only discourse directly related to Society 5.0 was retained. A second stage of data reduction involved segmenting each discourse into clauses or sentences to facilitate a more detailed linguistic analysis. The researchers then identified clauses containing evaluative expressions corresponding to the Attitude subsystem of Appraisal Theory. Each evaluative expression was coded and classified into one of the three major Attitude categories proposed by Martin and White (2005): Affect, Judgement, and Appreciation. Furthermore, each category was analyzed according to its respective subcategories to determine the dominant evaluative patterns employed by journalists in representing Indonesia's economic conditions during the transition toward Society 5.0.

To enhance analytical rigor, the classified data were systematically organized into analytical matrices and tables, following Miles and Huberman's recommendation that visual data displays facilitate the identification of recurring patterns, relationships, and themes. These displays enabled the researchers to compare evaluative resources across different texts and to identify dominant appraisal strategies within Indonesian economic discourse. Finally, conclusions were drawn through an iterative process of interpretation. Rather than relying solely on frequency counts, the analysis focused on explaining how evaluative language contributes to the construction of meaning, reflects writers' attitudes, and shapes readers' perceptions of Indonesia's economic development within the broader context of Society 5.0.

3. RESULT AND DISCUSSION

3.1 Overview of the Data

Ten news articles focusing on business, economics, and banking were selected as the corpus for this study because of their relevance to the concept of Society 5.0. The articles were randomly selected from reputable Indonesian online newspapers, including *Kompas* and *Detik.com*, covering the period from 2020 to 2023. Overall, the findings demonstrate that economic discourse is not merely informative but also highly evaluative. Journalists continuously employ linguistic resources to express opinions, construct ideological positions, and influence readers' interpretations of economic developments. All three categories of the Attitude subsystem—Affect, Judgement, and Appreciation—were identified throughout the corpus, although their distributions varied considerably.

3.2 Affect: Happiness and Unhappiness

The analysis reveals that positive happiness-related Affect occurred relatively infrequently compared with negative emotional expressions. The corpus contained only a limited number of lexical indicators representing positive emotions, including happy, optimistic, and joyful. In contrast, considerably more expressions conveyed unhappiness, such as *rejection*, *bleak*, *declining*, *anxious*, and *sluggish*. This finding is understandable considering that most of the news articles were published during the COVID-19 pandemic and its immediate aftermath. During this period, Indonesian

economic reporting naturally emphasized uncertainty, declining economic performance, and public anxiety regarding financial stability.

Table 1. Affect: Happiness and Unhappiness

Affect	Happiness	Unhappiness
Indicators	Happy, Optimistic, Joyful	Rejection, Bleak, Dark, Declining, Anxiety, Sluggish

The predominance of negative emotional expressions suggests that journalists portrayed Indonesia's economic conditions realistically by reflecting the social and economic challenges experienced during the pandemic. Nevertheless, occasional positive expressions indicate hope for economic recovery and future development.

3.3 Affect: Satisfaction and Dissatisfaction

Unlike the previous category, the analysis of satisfaction versus dissatisfaction demonstrates a generally positive tendency. The discourse contains numerous lexical items expressing satisfaction, including *satisfied*, *relieved*, *stable*, *improved*, *surplus*, *recognition*, and *attention*. These expressions suggest confidence in Indonesia's gradual economic recovery following the pandemic. Conversely, dissatisfaction is represented through expressions such as *unsatisfied*, *failure*, *carelessness*, *hopelessness*, *resentment*, and *concealing*. Although these negative evaluations remain present, they occur less frequently than positive evaluations.

Table 2. Affect: Satisfaction and Dissatisfaction

Affect	Satisfaction	Dissatisfaction
Indicators	Satisfied, Relieved, Calm, Improved, Surplus, Recognition	Unsatisfied, Failure, Carelessness, Hopelessness, Resentment, Concealing

These findings indicate that Indonesian economic discourse increasingly projects confidence and optimism regarding national economic performance while simultaneously acknowledging the challenges that continue to hinder sustainable growth.

3.4 Affect: Inclination and Disinclination

The findings further reveal that Inclination appears more frequently than Disinclination. Expressions such as *intend*, *desire*, *increase*, *approve*, *prefer*, and *support* dominate the corpus, indicating a positive orientation toward economic development, innovation, and policy implementation. Meanwhile, Disinclination is represented by expressions including *reject*, *disapprove*, *question*, *suspect*, and *refuse*. These expressions generally occur when journalists discuss controversial government policies, business risks, or uncertain investment conditions.

Table 3. Affect: Inclination and Disinclination

Affect	Inclination	Disinclination
Indicators	Intend, Increase, Approve, Prefer, Desire	Reject, Refuse, Disapprove, Question, Suspect

The predominance of Inclination demonstrates that economic reporting generally promotes constructive engagement with technological innovation and economic transformation associated with Society 5.0.

3.5 Affect: Security and Insecurity

The analysis of Security and Insecurity demonstrates that expressions associated with security considerably outnumber those expressing insecurity. This indicates that journalists generally portray Indonesia's economic development with confidence despite the lingering uncertainties following the COVID-19 pandemic. Security is realized through lexical choices such as *confident*, *certain*, *trust*, *committed*, *delegate*, and *encourage*. These linguistic resources reflect writers' attempts to construct confidence in government policies, institutional performance, and economic resilience. In contrast, insecurity is expressed through words such as *confusion*, *fear*, *instability*, and *uncertainty*. These expressions primarily occur when discussing global economic turbulence, inflationary pressures, geopolitical conflicts, and unpredictable market conditions.

Table 4. Affect: Security and Insecurity

Affect	Security	Insecurity
Indicators	Comfortable, Confident, Certain, Trust, Commitment, Delegate, Encourage	Confusion, Fear, Instability, Doubt

From an Appraisal perspective, Security resources function to position readers toward a positive interpretation of economic conditions. By emphasizing certainty and confidence, journalists implicitly encourage public trust in economic institutions and government strategies. Conversely, Insecurity resources acknowledge existing economic risks without allowing them to dominate the overall discourse. This finding reflects the persuasive role of economic journalism, which seeks to balance realism with optimism. Such a balance is particularly important during periods of economic recovery when public confidence significantly influences investment and consumption.

3.6 Judgement: Social Esteem

Judgement evaluates human behavior according to socially recognized standards. Within the present corpus, both Positive Social Esteem and Negative Social Esteem appear in relatively balanced proportions. Positive evaluations include lexical items such as *strong*, *fortunate*, *reliable*, *approved*, and *admired*. These expressions are commonly used to evaluate government institutions, financial organizations, and economic actors who successfully adapt to technological transformation. Conversely, negative evaluations include expressions such as *weak*, *declining*, *tragic*, *strange*, and *untrustworthy*. These evaluations typically refer to ineffective policies, declining business performance, or institutional shortcomings.

Table 5. Judgement: Social Esteem

Judgement	Positive Social Esteem	Negative Social Esteem
Indicators	Strong, Reliable, Fortunate, Approved, Admired	Weak, Declining, Tragic, Strange, Untrustworthy

Unlike Affect, which reflects emotional responses, Judgement evaluates people's competence and social behavior. Positive Judgement strengthens institutional legitimacy and reinforces readers' confidence in economic leadership, whereas negative Judgement functions as a form of public accountability by criticizing ineffective actions or decisions.

These findings indicate that Indonesian economic discourse does not simply celebrate success but also critically evaluates economic actors according to accepted social norms and professional expectations.

3.7 Judgement: Social Sanction

The analysis further reveals that Negative Social Sanction occurs more frequently than Positive Social Sanction.

Negative social sanction is realized through evaluative language expressing criticism, disapproval, or condemnation of actions perceived as unethical or socially unacceptable. Such language serves to discourage irresponsible behavior and reinforce accepted social values. Examples include criticism directed toward financial misconduct, ineffective governance, regulatory violations, and economic practices considered detrimental to public welfare. In contrast, Positive Social Sanction is employed when discourse highlights ethical leadership, transparency, accountability, and integrity in economic management. The predominance of Negative Social Sanction suggests that economic journalism performs an important social function by monitoring institutions and encouraging ethical governance. Rather than merely reporting economic events, journalists actively construct moral evaluations regarding acceptable economic behavior. This finding supports Martin and White's (2005) proposition that Judgement functions as a mechanism through which discourse negotiates social values and ethical standards.

3.8 Appreciation

Among all categories of the Attitude subsystem, Appreciation emerges as the most dominant evaluative resource throughout the corpus. Unlike Affect and Judgement, Appreciation evaluates objects, processes, policies, and events rather than people's emotions or moral behavior. It therefore becomes particularly relevant in economic reporting, where journalists frequently assess economic performance, policy effectiveness, technological innovation, and market developments. Positive Appreciation is expressed through lexical choices such as *innovative*, *significant*, *balanced*, *harmonious*, *profitable*, *productive*, *long-lasting*, *successful*, *effective*, and *optimistic*. These expressions evaluate the quality and value of economic initiatives associated with Society 5.0. Negative Appreciation includes expressions such as *monotonous*, *predictable*, *stagnant*, *imbalanced*, *incomplete*, *unsatisfactory*, and *complicated*. These terms typically describe economic challenges, policy limitations, or technological constraints.

Table 6. Appreciation

Appreciation	Positive			Negative
Indicators	Innovative, Harmonious, Optimistic	Significant, Productive,	Balanced, Effective,	Monotonous, Predictable, Stagnant, Imbalanced, Incomplete, Unsatisfactory

The dominance of Appreciation is unsurprising because economic discourse primarily concerns evaluating economic systems, financial performance, technological innovation, and policy

implementation rather than evaluating individuals' emotions. According to Martin and White (2005), Appreciation enables writers to assess the quality, significance, and value of phenomena. In this study, journalists consistently use Appreciation to construct a narrative emphasizing Indonesia's economic resilience, digital transformation, and readiness to embrace Society 5.0. The predominance of positive Appreciation also indicates that Indonesian economic reporting generally frames technological advancement and economic modernization as beneficial developments. This evaluative pattern contributes to the construction of a discourse of optimism regarding Indonesia's future economic prospects.

3.9 General Discussion

The findings demonstrate that all three Attitude categories proposed by Martin and White (2005)—Affect, Judgement, and Appreciation—are present throughout Indonesian economic discourse. However, these categories are employed with varying frequencies and communicative purposes. The relatively limited occurrence of Happiness reflects the contextual reality of the data collection period, which largely coincided with the COVID-19 pandemic and its economic consequences. During this period, journalists naturally emphasized uncertainty, financial risks, and economic instability.

Nevertheless, positive evaluative resources become increasingly dominant in categories such as Satisfaction, Security, Inclination, and particularly Appreciation. These findings suggest a gradual shift from crisis-oriented reporting toward narratives of economic recovery and technological transformation. The dominance of Appreciation aligns with previous studies conducted by Nurinsani et al. (2022) and Yulianti et al. (2021), both of which reported that Appreciation is frequently employed when evaluating institutional performance and public policies. However, the present study extends these findings by demonstrating that Appreciation also dominates economic discourse within the context of Society 5.0.

From a discourse perspective, journalists do more than report objective economic facts. Through evaluative language, they actively shape public perceptions of Indonesia's economic future. Positive evaluative resources encourage optimism, strengthen confidence in government initiatives, and promote acceptance of technological innovation, while negative evaluations function as mechanisms of social criticism and accountability. Overall, Indonesian economic discourse presents Society 5.0 not merely as a technological concept but as a strategic framework for sustainable economic transformation. The Appraisal resources employed throughout the corpus contribute significantly to constructing this positive narrative.

4. CONCLUSION

This study examined the use of the Attitude subsystem of the Appraisal Framework in Indonesian economic discourse related to Society 5.0, focusing on business, economic, and banking news published by major Indonesian online newspapers between 2020 and 2023. Drawing upon Martin and White's (2005) Appraisal Theory, the analysis explored how evaluative language is employed to construct attitudes toward Indonesia's economic development during a period marked by post-pandemic recovery and digital transformation.

The findings demonstrate that all three dimensions of Attitude—Affect, Judgement, and Appreciation—are consistently represented throughout the corpus. However, these evaluative resources are distributed unevenly. Among them, Appreciation emerged as the most dominant category, indicating that journalists primarily evaluate economic phenomena, public policies, technological innovation, and institutional performance through assessments of value, effectiveness,

and significance rather than through emotional expression or moral evaluation. This finding suggests that Indonesian economic discourse tends to emphasize objective evaluation while simultaneously promoting a constructive narrative of economic resilience and national development.

Within the Affect subsystem, expressions of satisfaction, security, and inclination occurred more frequently than their negative counterparts, reflecting an overall discourse of optimism regarding Indonesia's economic recovery after the COVID-19 pandemic. Although negative emotional expressions such as uncertainty, anxiety, and economic concern were identified, they largely served to contextualize ongoing challenges rather than dominate the discourse. Similarly, the Judgement subsystem revealed that journalists evaluate institutions and economic actors based on competence, credibility, responsibility, and ethical conduct, demonstrating the media's role in promoting accountability alongside public confidence.

From a theoretical perspective, this study extends the application of Appraisal Theory beyond its traditional focus on political and media discourse by demonstrating its effectiveness in analyzing economic communication within the emerging context of Society 5.0. The findings confirm that evaluative language is a powerful resource for constructing ideological positions and influencing readers' perceptions of economic realities. More importantly, the predominance of positive Appreciation indicates that Indonesian economic journalism contributes to shaping a discourse that encourages public trust in technological innovation, digital transformation, and sustainable economic development. Practically, the findings provide valuable insights for discourse analysts, media practitioners, policymakers, and communication scholars seeking to understand how linguistic evaluation influences public perceptions of economic policies and national development strategies. The study also highlights the importance of critical discourse awareness, enabling readers to recognize how evaluative language subtly frames economic events beyond the presentation of factual information.

Despite these contributions, the present study has several limitations. First, the dataset was limited to ten news articles published by two major Indonesian online newspapers, which may not fully represent the diversity of economic discourse across different media platforms. Second, the analysis focused exclusively on the Attitude subsystem, without examining the remaining components of the Appraisal Framework, namely Engagement and Graduation, both of which play essential roles in negotiating stance and evaluative intensity. Future studies are therefore encouraged to investigate larger and more diverse corpora encompassing newspapers, digital media, government publications, corporate reports, and social media discourse. Integrating all three Appraisal subsystems—Attitude, Engagement, and Graduation—would provide a more comprehensive understanding of evaluative meaning in economic communication. Furthermore, comparative studies across different countries or media systems could offer valuable insights into how economic discourse reflects cultural values, ideological perspectives, and national approaches to the implementation of Society 5.0.

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