

# An Attitudinal Analysis of Social Actor on Indonesia Capital City Movement

Kiki Fitriana\*, Wawan Gunawan, Dadang Sudana

Department of Linguistic, School of Postgraduates, Indonesia University of Education, Bandung, Indonesia

\*Corresponding author. Email: [k.fitriana14@upi.edu](mailto:k.fitriana14@upi.edu)

## ABSTRACT

This study discusses the attitudes of public figures on Twitter about the planning of relocating Indonesia's capital to East Kalimantan. The attitudes of public figures have a significant influence on public opinion. However, linguistic analysis of the attitude of public figures in the discourse of relocating the capital city to East Kalimantan has not been carried out. This study aims to investigate (1) the attitudes demonstrated by public figures on social media regarding the discourse on relocating the capital city to East Kalimantan, (2) the public's reaction to the attitudes of these public figures. This is descriptive qualitative research using criteria-based sampling techniques. The data were obtained from the Twitter accounts of one public figure with ten comments from their followers on tweets discussing the issue of relocating the Indonesian capital to East Kalimantan. Furthermore, data were analyzed using the attitude appraisal theory framework developed by Martin and White (2005). Language attitude in this study is divided into three aspects, namely affect, judgment, and appreciation. Through the appraisal analysis, it shows that effect, judgment, and appreciation were used by public figures dominated by negative appreciation. Although the attitudes of public figures were found to be in the form of negative appreciation than other appraisal languages, these attitudes received positive responses and support from the public. It means public figures were able to shape public opinion, especially in the discourse of relocating the Indonesian capital. This study implies that these findings are expected to be able to make everyone wiser in arguing on social media by avoiding causing conflict. Besides, the awareness was also raised through this study that the attitude a person shows can affect the way others perceive that person.

**Keywords:** *Appraisal theory, capital city movement, Twitter*

## 1. INTRODUCTION

Attitude is a response to or reaction toward a thing or event that is expressed through action. Azwar (2010) defines attitude as a reaction or response that raises individual behavior towards objects in certain ways. Furthermore, Sarnoff (1970) views attitude as a willingness to react positively or negatively to certain objects. This statement is reinforced by a statement from La Pierre (in Azwar, 2003) which defines attitude as a pattern of behavior, tendency or anticipatory readiness, predisposition to adapt to social situations, or simply a response to social stimulation that has been conditioned.

Furthermore, an attitude will be more substantial if it is expressed by those people who influence their environment or better known as public figures. Public figures are representatives of society through whom the

aspirations of society can be conveyed more effectively to those parties in power. Therefore, a public figure is supposed to be critical and responsive to the dynamics that occur in society.

As in the case of Indonesia's capital transfer discourse, since the issue was first sparked off to its official announcement of Penajam Paser Utara and Kutai, East Kalimantan Province as the location for the new state capital has provoked upheavals everywhere. Many supports, but innumerable people also reject this discourse. As evidenced by data from a national survey of the Median Research Institute in 2019, there was approximately 45.3 percent of survey respondents rejected the capital transfer. Meanwhile, only 40.7 percent of respondents approved of relocating the capital city and the other 14 percent of respondents did not specifically address their opinions.

Along with technological developments, there have been changes in the means of expressing opinions used by people in society, including public figures in Indonesia. These public figures use social media as a medium for political communication with the government and society, especially about the issue of relocating Indonesia's capital city. The data states that since it was first issued, the discussion about the discourse has never failed triggering discussion. One of the social media platforms that highlight the discourse of the capital city transfer is Twitter. According to research conducted by Aline.id, in just 4 days or a span of 26-29 August 2019, conversations about relocating the capital city on Twitter reached 82,027 tweets. The number was greater than the number of conversations during the 25 days preceding the announcement of the new capital, or the span of 1-25 August 2019, which reached 59,680 tweets. This means that there was an increase in conversations on Twitter by up to 37.44% after President Jokowi announced the location for the new capital. This had made the discourse on relocating the capital city a trending topic on Twitter.

Therefore, Twitter data are considered potential and representative to be used as research material. Based on data from Twitter in 2019, the number of Twitter users reaches 145 million daily active users. Even today, Indonesia is claimed to be one of the nations with the largest active daily Twitter users in the world. Moreover, Twitter is considered to have a faster delivery process than other platforms. It is not surprising that public figures also use social media as a means to express their attitudes towards every event that occurs, especially regarding the continuity of the Indonesian nation.

To analyze these tweets, this study used the appraisal theory approach. Appraisal theory is a development of the interpersonal meaning theory introduced by Halliday (1975) and is one of the analytical tools used to reveal interpersonal meaning by focusing on evaluating the attitudes embodied in a text (speech). Thus, by using this appraisal theory, attitude and feelings can be properly communicated to readers or speech partners (Martin, 2007). This appraisal theory deals with the attitudes and values that readers negotiate on a text and opinions that emerge naturally. Based on all these considerations, the researchers considered the appraisal theory is suitable for use in this study.

An appraisal is divided into three aspects, namely attitude, engagement, and graduation. However, this study only focuses on the attitude aspect of analyzing the actions in a person's words and writings. Attitude is part of the appraisal system that describes the feelings

contained in a text (Martin and White, 2005). Furthermore, White (2015) divides attitude into three parts as follows: (1) positive/negative assessments expressed in the form of emotional reactions (labeled "affect"), (2) positive or negative assessments of behavior and human character by referring to ethics or morality and conventional or other institutionalized norm systems (labeled "judgment"), and (3) an assessment of the appropriateness of a thing that refers to aesthetics and social judgments (labeled "appreciation").

## 2. LITERATURE REVIEW

The use of appraisal theory with a focus only on attitude devices itself is not a new thing to do. They are focused on analyzing the actions in a person's words and writings. Many previous studies have used an analysis of attitude in the studies. Those studies have applied the analysis of attitude on data from digital platforms such as social media and political discourse.

A study using digital data from social media as research data was carried out by Nur and Hadi (2016) who analyzed comments written by Instagram users on the @kailijumei lipstick product account. Laudza (2017) conducted a study of commentary data on YouTube to see the people's attitudes towards the *khaliffyah* issue related to the Prophet's birthday in religious lectures. Besides, a study that highlights the attitude aspect of social media was also conducted by Deocampo (2018) in Language and Attitudes of Invisible Minds: An Appraisal Analysis of Cyber Discourse. Finally, a study conducted by Peters (2018) analyzed data on UK social media.

Besides, political discourse in the realm of appraisal has also been discussed in several studies. There were Mayo and Taboada (2017) who examine political discourse related to women's participation in the political process. There was also Jin (2019) who examined the discourse on the China-DPRK relationship. Besides, there were also Thahara, et al. (2019) who examined Prabowo's anger regarding the 212 Reunion.

Based on the above literature review, attitude analysis has been widely used with various types of research data. However, research that uses attitude analysis to analyze data on social media, especially Twitter, is still rare. Moreover, research that discusses the discourse of relocating the capital city of Indonesia to East Kalimantan is still underexplored whereas the discourse is a big issue for the nation since its sustainability is still quite long. Hence, the topic is the potential to be explored in a study.

Therefore, this study seeks to fill the gaps in existing researches by analyzing the appraisal attitude found in the tweets of public figures regarding the discourse of relocating Indonesia's capital city to East Kalimantan and trying to reveal the public's reaction to this attitude, especially the Twitter user community.

**2. METHOD**

This study examines the application of appraisal theory on the attitudes of public figures and their followers on social media Twitter. Furthermore, this study focuses on revealing the language attitude of public figures in responding to the discourse on the capital city relocation and the response of Twitter users by using one of the appraisal tools, namely attitude.

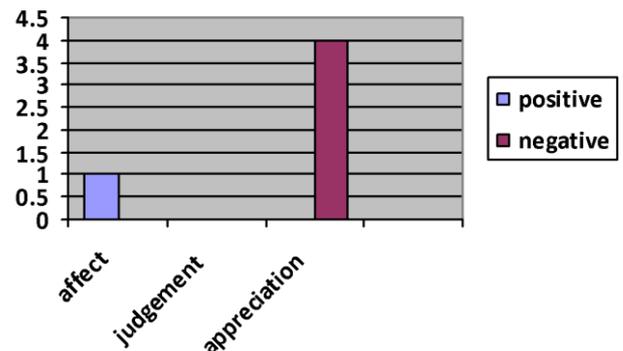
To achieve the research objectives, the researcher used a qualitative method with a descriptive approach by focusing on how something happened that came from natural situations (Fraenkel & Wallen, 2008). The data collection method used is observation using documentation techniques. The data obtained were analyzed by adapting the analytical methods of Martin and White (2005), as did Laudza (2018) and Rohmawati (2016) in their research. It was expected that these data were able to fully represent the attitudes of public figures and society in responding to the discourse on relocating the capital city of Indonesia.

In this study, the data used were primary data obtained directly from the source. As previously discussed, the data of this study are in the form of tweets on social media Twitter related to the discourse on relocating the capital city of Indonesia. The data presented as research material was taken from the tweets posted online by some public figures regarding the discourse of relocating the capital city on August 26, 2019. The public figures were chosen from among politicians who were quite vocal in voicing their opinions regarding the discourse of relocating the capital city, especially on social media Twitter. Therefore, representative public figures' Twitter accounts were chosen to reveal the research objectives. The selected account should have more than 1000 followers and the selected tweets were those that got a lot of responses from the public as evidenced by the number of likes, retweets, and replays on the tweets. From these tweets, the top 10 comments were selected with the conditions of having the most likes, getting lots of replays from other users, and of course, those that are under the topic of discussion.

To maintain the validity of the data, the researchers ensured that the Twitter accounts of public figures and accounts of those commenting on public figures' tweets are not fake accounts or unclear by checking their profiles and activities on Twitter. Besides, comments must also come from followers of the accounts of the public figures concerned. Apart from that, it can be seen that the data obtained from interactions in online media are conversations that use written language but have a spoken style or a written speech. So, it is certain that the data appears are varied and tends to be unstructured.

**3. FINDINGS AND DISCUSSION**

This section discusses the general findings obtained from data analysis by classifying the types of attitudes that were found in the tweets of public figures. The analysis result shows that the type of attitude used in the tweets only affects and appreciation. It means that there is no element of judgment in the tweet. These findings are illustrated in Figure 1.



**Figure 1** Types of Attitudes That Were Found in The Tweets of Public Figures.

From Figure 1, negative appreciation dominates the attitude used by public figures. Appreciation is an aspect used to evaluate the value of an object, phenomenon, or situation. There are three types of appreciation in the attitude appraisal analysis, namely reaction, composition, and valuation. In other words, public figures choose to evaluate the discourse on relocating the capital itself without criticizing the behavior of the people behind this discourse.

**Table 1.** The attitude analysis findings

No	Attitude											
	Affect				Judgment					Appreciation		
	des	hap	Sec	sat	norm	cap	ten	ver	prop	reac	comp	val
1									N	N		NNNN
2			N									
3	P					NN						
4	P					NP		N		N		NN
5							N			NNN		NN
6			N				N					NN
7	PPP											
8											N	
9						NN	N					
10			N									PN
TOTAL	8				11					18		

The appreciations found were the following:

*“Kabarnya Ibu Kota Pindah Krn Jakarta; Macet, Banjir, Polusi Udara Dll. Tapi Uniknya Tetap Akan Dikembangkan Jadi Pusat Bisnis&Keuangan Skala Regional&Global. Kondisi Yg Justru Lebih Perlu Kpd Kota Yg Kondusif; Tidak Macet, Banjir, Polusi Udara dll. Jadi...?”*

"People said that the capital city is moved because of Jakarta; Traffic jams, floods, air pollution, etc. But what is unique is that Jakarta will still be developed into a regional & global scale business & financial center in which it requires more for a conducive city; No traffic jams, floods, air pollution, etc. So...?"

The examples of appreciation above are categorized as negative appreciation. The first appreciation was raised by highlighting the capital city problems with the words “traffic jam”, “flooding”, and “air pollution”. Through these words, it can be seen that the public figure was questioning the solution to the many problems faced by Jakarta compared to relocating the capital city.

Therefore, the statement is categorized into appreciation: (negative) reaction. This negative attitude is supported by appreciation: valuation that evaluates the benefits of making Jakarta a business and financial center on a regional and global scale. Negative valuation is seen in the phrase "requires more". The word "more" in the phrase indicates the comparison that there is something more important to do.

Besides, the item effect was also identified in the tweet. Affect is a spontaneous response that first appears

when seeing an event such as feelings of sadness, joy, annoyance, disappointment, and others (Martin and White 2005). In the tweet, it was found that the affect that appears is positive happiness which is marked by the word "unique". Through this word, the public figure showed that something was interesting and unusual about the discourse on relocating the capital city.

Further, the SA attitude has a significant impact on the community's perspective toward the phenomenon that occurs since the attitude shown by SA has received a lot of support from the public. This support is shown in the following example:

*“Sy jg pesimis pak...klau awal kerja serba grusa grusu, cm se mata2 hanya berdasarkan spekulasi, pasti hasilnya amburadul” (kom 6),*

"I am also pessimistic, sir ... if the initial work was all in a hurry, simply just based on speculation, the result would be in shambles" (comm 6),

The negative appreciation expressed by T4 triggered mixed reactions, although most people generated negative attitudes on their comments. The table above shows 8 affect consists of 5 (positive) desire and 3 (negative) security. Item desire found in (comm. 3) "harus dipastikan" (must be ascertained) in the form of an emotional reaction when hearing the discourse on relocating the capital city. Then there is "lhb baik mundur" (better to retreat) (comm. 4) which is a desire for something that should happen. The remaining 3 items are in (comm. 7) the phrase "sarankan dengan senang hati" (suggests with pleasure), "jangan lupa" (don't forget), "semoga bahagia" (have a good time) which

contains suggestions on how something should happen. Meanwhile, (negative) security is realized through the phrase "*jadi bingung*" (so confused) (comm. 2), "*pesimis*" (pessimistic) in (comm. 6), and "*gak ngerti*" (do not understand) (comm. 10) which refer to uncomfortable reactions to something that is happening at the time being.

In the judgment aspect, it was found that there were 11 judgment items consist of 10 negative reactions and 1 positive reaction. Examples of negative judgments consist of "*virus FPI*" (FPI virus), "*apalagi HTI*" (let alone HTI) (comm. 3), "*g becus*" (incompetent) (comm. 4), "*gak menolak*" (don't refuse), "*diam semua*" (all silent) were included in the category of judgment: (negative) capacity. Furthermore, the judgment: (negative) veracity "*dapet komisi yang waaah*" (gets abundant commission) (comm. 4) to judge someone's honesty. Then the judgment: (negative) propriety which is used to see the appropriateness of a person's attitude as well as directions of how to act which was realized in the phrase "*ga mengakui*" (do not admit) (comm. 1).

The last negative judgment was found in the tenacity category through the phrase "*rakyat berantem*" (people quarrelled) (comm. 5), "*grusa grusu*" (in a rush) (comm. 6), and "*seakan semua setuju*" (as if all agreed) (comm. 9). These phrases are expressions of the attitude that someone tends to do in a certain situation. Whereas the positive judgment is the judgment of capacity found in the word "*hebat kalian*" (you are great) (comm. 4) which is an assessment of the achievements that someone has obtained.

The last aspect is appreciation which includes reaction, composition and valuation. The reaction consists of 5 items, namely "*pindah lagi deh*" (move again) (comm. 1), "*hutang lagi...*" (debt again ...) (comm. 4), as well as "*hutang*" (debt), "*ekonomi ancur*" (ruined economy), "*PHK masal dimana2*" (mass layoffs everywhere) (comm 5), Then, composition with the phrase "*sudah berapa juta*" (how many millions) (comm. 4.8). Finally, the valuations found were in the words "*gagal lagi*" (failed again), "*gagal*" (failed), "*impian palsu*" (false dream), "*ibu kota Halu*" (capital city of Halu) (comm. 1), "*anggaran yang waaah*" (a very excessive budget), "*menambah masalah*" (adding to the problems) (comm. 4). "*buat pencitraan*" (just for imagery), "*pengalihan isu besar saja*" (transfer of major issue) (comm. 5), "*hanya berdasarkan spekulasi*" (based on speculation only), "*amburadul*" (messy) (comm. 6), and "*sekedar pindah-pindah*" (mere movement) (comm.

10) from the findings are all categorized into negative appreciation. Meanwhile, positive appreciation is only found in the phrase "*lebih urgent*" (more urgent) (comm. 10).

## 5. CONCLUSION

Based on the attitude analysis of the public figures' tweets related to the discourse of relocating Indonesia's capital city, it was found that there were 5 attitude items used by public figures in their tweets. The type of attitude that was mostly found was appreciation. These results indicate that public figures have criticized the urgency of relocating the capital city to East Kalimantan. These public figures tend to think that the discourse on relocating the capital city is a form of government failure in determining the priority scale. The rejection was because there were still many problems that the government needed to solve rather than relocating the capital city. So that there are suspicions about other motives behind the origin of the discourse on the capital city. Another fact reveals that the emerged attitudes were generally based on mature thinking, not just spontaneous responses that just came out.

Furthermore, these attitudes represent most of the people who were against the relocation of the capital city. Representation of people's aspirations in the attitudes displayed by public figures reflects the public figures' skills in gaining public support and proof of the decreasing level of community trust in the government. Apart from that, another finding shows that people's mindset in the digital era has become more open, critical, dynamic, and not easily manipulated. They are no longer afraid to have opinions in public and are more responsive to everything that happens in government. However, the negative side can be seen from the existing data, people tend to say bullying words that attack the other parties without paying attention to the context of the discussion. This attitude often leads to cyberbullying which has legal implications.

From these findings, it can be concluded that the government has been less successful in convincing public figures as well as the people that relocating the capital city is the right decision for the current capital city problems.

Apart from the findings, this study still found many shortcomings. This is caused by the limited knowledge possessed by researchers. Therefore, it is hoped that there will be further studies both in terms of the attitudes of

public figures and the feasibility of the discourse on relocating the capital city of Indonesia.

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