

ATTITUDE AND IDEOLOGY IN MEDIA REPORTING: A CASE STUDY OF KOMPAS'S COVERAGE OF THE FREE NUTRITION MEALS PROGRAM

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Abstract

This study analyzes the language used by Kompas, focusing on the expression of attitude. The appraisal framework developed by Martin and White (2005) is used as an analytical linguistics tool to investigate aspects of attitude—*affect*, *judgment*, and *appreciation*—to identify the ideological position through a critical discourse analysis (CDA) of four online texts about the Free Nutrition Meals Program (FNMP). This qualitative research employs a content analysis method to interpret attitude resources utilized in constructing news texts. The results of the study reveal that Kompas demonstrates a relatively balanced representation of both positive and negative attitudes (53.8% positive, 46.2% negative). This equilibrium between positive and negative attitude data indicates significant and contentious issues faced by the government, political observers, and the general public regarding the FNMP. These findings illustrate how news reporting by media outlets can reflect ideological orientations and influence public perceptions regarding FNMP. Additionally, this study provides practical insights that can be utilized by media content creators and journalists to craft messages that are more effective and tailored to the intended audience. When presenting news that includes positive and negative assessments, it is crucial to maintain "impartial" and "balance" in news delivery, in accordance with journalistic ethics. In the context of EFL, this study also has significant implications for enhancing students' discourse competence.

Keywords: Appraisal, CDA, Ideology, News text, Kompas

INTRODUCTION

Mass media – including online media – play a significant role in shaping opinions and altering readers' political orientations (Wang, 2022). In this digital era, information can spread quickly and widely through various media platforms, giving the media significant influence in shaping public views and attitudes towards various issues. Media has undeniable power to shape our views, beliefs, and behaviors, as well as influence social change in society (Abdulraheem, 2023), meaning they can directly influence how society perceives certain events and policies. The media can also be used as a tool for politicization that can intervene in the public sphere (Habermas, 2007). This influence becomes even more apparent when the news presented relates to controversial government policy proposals that provoke both support and opposition among the public.

Among national news, one hot topic that has generated both support and opposition is the Free Meal Program initiated by the elected president and vice president of 2024, Prabowo Subianto and Gibran Rakabuming Raka. Prabowo emphasized that this program can reduce malnutrition rates among Indonesian children and improve their learning abilities, thereby having a positive impact on the nation's future (Kompas, May 23, 2024). However, some groups have questioned the implementation of the program, particularly regarding its funding sources. Based on this news topic, the issue has sparked various reactions within the community, creating quite an intense debate.

Meanwhile, it seems important to understand how the media use language to convey ideas and beliefs (Aljanadbah & Alramamneh, 2023). Particularly in the context of news texts, the concepts of "language" and "power" are considered fundamental elements that influence how readers comprehend information (Fairclough, 2001). The choice of words in news reporting reflects the political views or ideological values of the writer or the media outlet (Sadirova et al., 2023). Critical Discourse Analysis (CDA) has revealed a strong connection between news discourse and ideological aspects (Fairclough, 1995). Ideological analysis cannot be separated from context (Bank, 2009). Systemic Functional Linguistics (SFL) – especially appraisal frameworks – significantly contribute to enriching this understanding in a social context. Through appraisal frameworks, we can understand how language is used to express attitudes, evaluations, and ideological affiliations in news discourse (Martin & White, 2005; Martin & Rose, 2007). In other words, this approach allows us to explore how writers or speakers express their feelings, judgments, and attitudes towards the subjects they discuss.

Although a considerable number of studies have examined appraisal, they are mostly focused on advertising texts (Vasiloaia, 2020; Li, 2021), state political speech (Rohmawati, 2016; Su, 2016; Alvionita, 2018; Ghafil, 2022), press conferences texts (Amalia & Hakim, 2017; Zhang, 2018), tourism information media (Suryaningtyas, et al., 2019; Engelbrecht, 2020; Istianah & Suhandano, 2022), narrative text written by children (Santosa, et al. 2021; Djatmika, 2023). These studies have effectively revealed evaluative language in various text types, considering both positive-negative assessments and the intensity of diction used. Additionally, these studies provide insights into how language is evaluated and constructed in different contexts, as well as how appraisal—particularly attitude expression—shapes the perceptions of readers or listeners toward the texts.

Discourse analysis research has been conducted by various researchers using different linguistic tools to uncover diverse aspects of language and meaning contained in texts or utterances. Batubara et al. (2022) utilized lexical cohesion devices as a linguistic tool to reveal how Naila Farhana—a YouTuber and language influencer—employs these devices in crafting her language to motivate her audience, particularly those learning English. Their findings indicate that Naila Farhana tends to use collocations in her monologues to influence the audience's perception of English, thereby enhancing their language skills, communicative competence, and fluency akin to native speakers.

Tsani & Ratnadewi (2022) employed a sociocognitive approach at the micro level to uncover issues of women and racism in Kamala Harris's speeches. Their findings indicate that Harris tends to highlight the racism experienced by women of color. As a member of this group, Harris has a personal motivation to raise audience awareness about this issue. However, as a member of the Democratic Party, she also has an impersonal motivation behind her speeches, which is to promote herself as a vice presidential candidate and secure votes from constituents, including women of color.

Metaphor analysis is also utilized as a linguistic tool to uncover how Jokowi shapes public opinion and garners support during the Covid-19 pandemic (Maharsi et al., 2024). Their findings show that the metaphorical expressions frequently used by Jokowi are effective as a linguistic strategy to frame expected outcomes, desired attitudes and behaviors, as well as fundamental goals: emphasizing the seriousness of the pandemic situation, encouraging collective action, and supporting his economic agenda.

Overall, these studies demonstrate how various linguistic tools can analyze and understand the role of language in shaping public opinion and influencing societal attitudes toward social, political, and cultural issues. Through diverse approaches, researchers have successfully uncovered the complex dynamics of language use that not only reflect but also

shape social reality at the semantic level of discourse in critical discourse analysis.

Furthermore, previous studies employing the appraisal framework have effectively elucidated the ideological stances of news media. Gunawan et al. (2019) utilized this framework to reveal the political identity of the 212 movement within Tirto.id's reporting. The findings indicate that Tirto.id predominantly rejects the movement, as evidenced by consistently negative evaluations across linguistic aspects, suggesting that identity politics based on religion and ethnicity are considered incongruent with the democratic context of Indonesia.

Jin (2019) found that The New York Times tends to present negative assessments in its political reporting to damage China's image and exacerbate relations between China and North Korea. This study illustrates how negative language strategies are employed to shape negative perceptions of China and their impact on diplomatic relations. Jing & Lihuan (2021) found that China Daily's coverage of COVID-19 reflects China's positive stance in managing the outbreak. This positive stance contributes to building a national image, portraying China as a unified, cooperative, self-sacrificing, competent, responsible, and reliable country in addressing the crisis. Sabao (2023) explains that the tendency for negative assessments in the Namibian daily newspapers, The Namibian and New Era, reflects disapproval and even hostility towards homosexuality. In political discourse, this phenomenon is viewed as 'un-African' behavior or considered a Western influence that undermines local cultural norms.

Risdianto et al. (2024) found that various newspapers in Indonesia exhibit differing patterns of reporting on the Capital Relocation issue. Although some media outlets claim neutrality, there is a tendency to show bias by providing positive assessments of the government or its critics. These findings highlight the importance of media pluralism and diversity of voices in news media to foster a more inclusive and balanced public debate through proportional negative and positive evaluations. Thahara et al. (2024) utilized the appraisal framework to identify the political ideology of each presidential candidate for the 2024 Indonesian elections in The Jakarta Post's news coverage. The findings reveal that Anis Baswedan and Ganjar Pranowo tend to use negative evaluative language towards the current government, indicating an opposition stance and association with socialist populism. Conversely, Prabowo Subianto is aligned with the government, identified as technocratic populism. Additionally, The Jakarta Post exhibits a bias, presenting a more positive portrayal of Prabowo, suggesting support in the 2024 election.

Although previous studies have provided valuable insights into the ideological stances of media on various issues, no research has specifically investigated the controversial coverage of the Free Nutritional Meals Program (FNMP) by Kompas, one of Indonesia's major online media outlets. This issue is crucial to investigate because it is important to understand how journalists or media evaluate and take positions on government policies, especially regarding the programs promised during the campaign by the elected president and vice president, Prabowo-Gibran. Therefore, this research aims to fill the gap by examining two main aspects, that are about how are attitudes reflected and expressed in Kompas news texts related to the FNMP and how is the ideology constructed and presented in Kompas news texts discussing the FNMP.

LITERATURE REVIEW

Research on Systemic Functional Linguistics (SFL) within the framework of Appraisal has had a significant impact on language analysis in media studies, particularly in assessing newspaper coverage. The Appraisal framework developed by Martin and White (2005) offers a highly detailed method for evaluating the aspects of attitude, opinion, and meaning that emerge in texts. The application of this tool helps to elucidate how newspapers use language to embed and disseminate ideologies. In other words, this framework allows for a deeper

understanding of how newspapers shape opinions and perspectives through their choice of words and sentence structures.

This paper explains how the Appraisal framework can illustrate how newspapers shape public perceptions. The choice of language and sentence structure can also reflect the ideological tendencies of the media. As White (1998) explained, - more than just conveying information - newspapers also seek to influence readers' perceptions to align with the views and ideologies of the media. The use of the Appraisal system allows newspapers to reinforce their ideological narratives in shaping public opinion.

The Appraisal system reveals the importance of analyzing language in the context of media, particularly newspapers. This framework enables us to see how language is subtly used by newspapers to construct and convey ideological frameworks. By analyzing the language used, we can observe how newspapers craft narratives that align with specific perspectives or ideologies they intend to convey to readers.

Ideology Perspective in Systemic Functional Linguistics

Critical Discourse Analysis (CDA) tends to associate language with ideology or power (Fairclough, 1995). Initially, the focus of this concept leans more towards social interpretation rather than linguistic evidence supporting it. In SFL, CDA was introduced by Fowler and is based on Halliday's idea that language is a form of social and ideological action (Martin & Rose, 2007: 314). In this discourse analysis, systemic functional linguistics (SFL) is used as a tool to analyze texts and discourses, which is a theory of language that examines language based on social context and social semiotics (Eggins, 2004).

Ideology doesn't operate in isolation but is always closely tied to the context in which it exists. In SFL theory, context is divided into three main parts: Field, Tenor, and Mode (Martin, 1992). Field relates to a specific topic or domain and the activities discussed in the text, including what is discussed, where, when, why, and how. Tenor highlights a broader scope, focusing on interpersonal relationships, including social relationships and individual interactions, feelings, and things they want to share with others. Meanwhile, Mode relates to how language resources are used in various media or types of communication, both oral and written.

In this context, Bank (2009) claims that ideology is part of the Tenor domain. This is because ideology can influence how participants in a conversation establish relationships and understand each other's messages, as reflected in the attitudes they exhibit. Thus, Tenor encompasses not only the direct interpersonal relationships between participants but also the ideological aspects that shape the dynamics of communication.

In written communication, for instance, news reports contain selective elements that reflect the social aspects and ideologies of specific social groups (Jin, 2019). Since news is conveyed through language, and language serves as a social symbol, the meaning embedded in news discourse often carries implicit or hidden messages (Tsani & Ratnadewi, 2022). The choice of words in news reporting can reveal the political views or ideological values of the author or media, as each word carries particular connotations that may reflect attitudes or judgments (Sadirova et al., 2023). Critical Discourse Analysis (CDA) primarily aims to uncover ideologies by systematically evaluating semiotic data (Wodak & Meyer, 2009) through the lexico-stylistic choices present in the texts (Ononye, 2017). Furthermore, the distribution of evaluations—integral to lexicogrammar in Systemic Functional Linguistics (SFL)—serves as an important indicator of media stance. A predominance of positive evaluations suggests bias, while negative evaluations indicate opposition. Conversely, a balance of both reflects the neutrality of the newspaper (Risdianto et al., 2024). Thus, language evaluation—particularly attitude resources—is employed as a linguistic tool at the

lexicogrammar level to uncover ideologies at the level of discourse semantics.

Attitude in Appraisal Framework

In systemic configuration, Attitude is part of the Appraisal system at the discourse semantic level. Martin and White (2005) argue that, functionally, Attitude is closely related to interpersonal meaning because it involves social interaction that includes sharing feelings, opinions, and assessments of individuals or events. They explain that Attitude is the way individuals express and evaluate their experiences and social realities, which in turn influences the dynamics of interpersonal communication.

Martin and White (2005) categorize Attitude into three semantic features: affect, judgment, and appreciation. Affect refers to the expression of emotional feelings such as happiness, sadness, anger, or affection. Judgment involves moral or ethical evaluations of someone's behavior and character, encompassing aspects like honesty, courage, or reliability. Appreciation, on the other hand, relates to aesthetic judgments or values towards objects, processes, or phenomena, including aspects like beauty, harmony, or regularity. Through attitude analysis, it can reveal the underlying ideology of a text (White, 2009).

In the context of this paper, the attitude system is used to understand the interpersonal meanings that emerge in news coverage of the "Free Nutrition Meals Program" designed by President Prabowo Subianto and Vice President Gibran Rakabuming Raka. The main objective is to explore how the media convey their ideologies through the analysis of attitude aspects within the appraisal framework.

Given that "hard news" is considered 'impartial' and 'objective' (Asad et al., 2021), this type of news is suitable for analysis using the appraisal framework. This framework helps uncover hidden ideologies in news reporting. By analyzing the language used to express attitudes and evaluations, researchers can identify the ideologies shaping media narratives. This analysis enhances understanding of media practices and the social implications of news reporting, while emphasizing the important role language plays in constructing social realities.

METHOD

Research Design

This study utilizes qualitative research to delve deeply into the subtleties of media reporting. Researchers employ content analysis methodology due to the study's emphasis on news texts. In qualitative content analysis, information from news texts is presented through words and themes, enabling diverse interpretations of the findings (Bengtson, 2016). This method allows for the identification of patterns, trends, and perspectives that may emerge in media coverage.

Research Data Source

This research focuses on analyzing four news articles on the topic of "Free Nutritious Food Program" reported by Kompas. Kompas was chosen due to its reputation as one of the most trusted media outlets in Indonesia (Reuters, 2023). The first article was published on February 21, 2024, the second on March 1, 2024, the third on March 7, 2024, and the fourth on May 23, 2024. Researchers selected this issue because the program was a campaign promise of Indonesia's elected president and vice president, Prabowo Subianto and Gibran Rakabuming Raka.

Data Collection Technique

In this research, documentation technique is used to collect data. According to Ezeifeke (2013), this technique involves gathering data from various documents such as transcripts,

books, newspapers, magazines, and other sources. Researchers employ this method by accessing the webpage www.kompas.com, searching for the topic "Free Nutritious Meals Program", and copying relevant news articles from the Kompas site. This method allows researchers to obtain data by reading, analyzing texts, and collecting attitude assessment data found within the news texts.

Data Analysis Technique

This study adopts a structured data analysis model to evaluate attitudes in news reporting, guided by the six-stage methodological framework proposed by Miles et al. (2014). The process begins with data collection, where Kompas was chosen as the subject due to its credibility as a reputable media outlet in Indonesia, particularly focusing on the controversial Free Nutrition Meals Program (FNMP). The second stage, preliminary data preparation, involves textual segmentation—breaking news articles into smaller segments to concentrate on clauses with attitudinal content for more efficient analysis. In the third stage, coding is applied to identify expressions of attitude, including affect, judgment, and appreciation, grouping clauses accordingly.

Data is then displayed and reduced in the fourth stage, where matrices help organize the information, allowing patterns to be synthesized and summarized. The fifth stage centers on analysis and interpretation, examining the relationship between attitudinal evaluations and the media's ideological stance. Finally, the conclusion and reporting stage ties together the findings, presenting trends, contradictions, and recommendations for future media practices or research, while also acknowledging the study's limitations.

FINDINGS

Attitudes in Kompas News Texts Regarding the Free Nutrition Meals Program.

In this study, the appraisal framework is employed to examine the attitude portrayal in four articles from Kompas focusing on the news topic "The Free Nutrition Meals Program" (FNMP). Following the framework proposed by Martin and White (2005), attitudes are categorized into: affect, judgment, and appreciation. The analysis revealed a relatively balanced perspective among journalists regarding FNMP. Among the scrutinized attitude data, 53.8% were deemed positive, whereas 46.2% exhibited negative inclinations.

This suggests a range of viewpoints within the coverage of the program. Despite the likelihood of most participants reacting positively, there remain dissenting voices expressing reservations or concerns about specific aspects of the program. This highlights the significance of examining the array of diverse attitudes when reporting on social initiatives like this one. The specifics of these findings concerning attitudes are depicted in Figure 1 below, offering a visual representation of how each attitude type is expressed in the news.

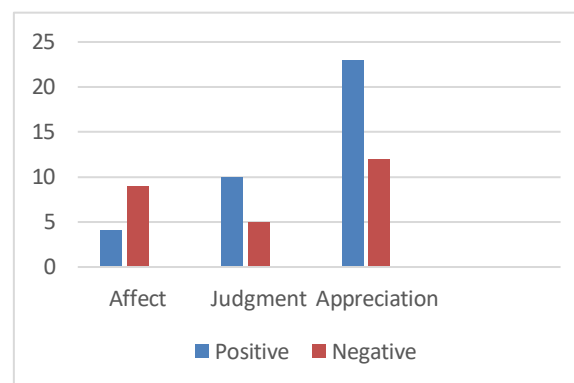


Figure 1. Attitude in Kompas news texts

a) Appreciation

Appreciation pertains to the assessment and evaluation of objects, entities, or events, etc. In this study, appreciation emerges as the predominant sentiment in the news, constituting 59.5%. There are 23 data (33.5%) of positive appreciation and 18 data (26%) of negative appreciation. Although there is slightly more positive appreciation, the difference is not very significant. With this relatively balanced composition, it appears that Kompas exhibited a fair portrayal of both positive and negative appreciations on FNMP.

Evaluations of FNMP are found in four categories of appreciation: valuation (+), reaction: impact (+), valuation (-), complexity (-). Therefore, FNMP is considered valuable to the community. However, there are various challenges faced in its implementation, indicating that while FNMP brings significant benefits, its implementation requires special attention to the existing challenges.

Excerpt 1

Program ini berpotensi menurunkan angka stunting di Indonesia. [FNMP has a **potential** to reduce stunting rates in Indonesia]. (Positive valuation)

The journalist evaluates FNMP as “has a potential to reduce” is indicative of a forward-looking perspective. It indicates that the journalist expresses optimism about its effectiveness. This evaluation suggests that the journalist sees promise in the FNMP's ability to address the issue of stunted growth among children in Indonesia. As such, it reflects a positive valuation that underscores the journalist's hopefulness for the program's impact on improving child nutrition and health outcomes in the country.

Positively, if the government successfully implements the down streaming process of this project, it will not only ensure adequate nutrition for every student every day but also provide financial assistance to families who may be facing economic difficulties. However, on the negative side, the implementation of FNMP will increase the burden on the national budget, thus necessitating an evaluation of the allocation of funds for this program.

Excerpt 2

Evaluasi juga dibutuhkan untuk menentukan seberapa besar pengurangan dana yang akan terjadi pada anggaran program-program lain. [Evaluation is also needed to determine the extent of **the budget reduction** that will occur for other programs]. (Negative valuation)

The data above emphasizes the importance of comprehensive evaluation in the implementation of FNMP. This evaluation is not only aimed at assessing the direct success of the program but also at considering broader implications, such as the budget reduction from other programs. The key phrase in this assessment is “the budget reduction”, indicating that this may adversely affect other programs that also play a crucial role in enhancing public welfare.

FNMP has sparked both support and criticism among the public. Some citizens support the program, viewing it as a positive step to ensure that every student receives adequate daily nutrition. However, there are also those who criticize FNMP, primarily due to concerns that the program will place an additional Regional Government Budget (APBN).

Excerpt 3

Menurut Ade, program ini paling nyata manfaatnya bagi masyarakat. [According to Ade (one of the residents), this program is **most beneficial** for people]. (Reaction:

positive impact)

Excerpt 4

*Dia mengatakan, **agak sulit** jika menggunakan Dana BOS Afiriasi untuk program makan siang gratis.* [Young studyer from the Center for Indonesian Policy Studies (CIPS), Sharfina Indrayadi said, it's **somewhat difficult** to use the Affirmative BOS (The School Operational Assistance) Fund for FNMP]. (Composition: negative complexity)

Ade's assessment shows a positive reaction to FNMP, which is considered to have a beneficial impact on students' nutritional needs. Ade believes that the program's benefits are very clear and directly felt by the community. Meanwhile, Sharfina Indrayadi, a young studyer from CIPS, stated that there is complexity in using the Affirmative BOS Fund to finance FNMP. This assessment indicates difficulties and challenges in implementing the program, particularly regarding funding. This is a negative composition as it highlights obstacles in utilizing existing funds for FNMP, which could mean limitations in planning and budget allocation.

By combining these two assessments, we get a more comprehensive picture of FNMP. On one hand, the program is recognized to have tangible benefits for the community, especially in improving students' nutrition. On the other hand, there are challenges and complexities in its funding that need to be addressed to ensure the program's success and sustainability.

b) Judgment

Judgment as the process of evaluating individuals, involves assessing someone's character, actions, and behaviors. In the context of this study, judgment plays a significant role, encompassing 21.7%. It was found that there are 10 data points (14.5%) reflecting positive judgment, while 5 data points (7.2%) indicate negative judgment. In the context of the analyzed news articles, it is evident that the majority of the news text evaluations support the government's perspective promoting FNMP. However, it is important to note that negative evaluations also highlight issues related to the distribution of BOS funds to FNMP. This will certainly impact the improvement of school infrastructure and teacher welfare.

Excerpt 5

*Special Mission Vehicle (SMV) ini dapat **memberikan kepastian yang lebih besar** kepada sektor swasta mengenai partisipasi dan pendanaan.* [SMV can **provide greater certainty** to the private sector regarding participation and funding]. (positive judgment: capacity)

The data above shows SMV's assessment as a government institution regarding its ability to fund FNMP. The assessment item in the data is "provide greater certainty" and is expressed through mental behavioral processes. This evaluation indicates that the government has the capacity to meet the funding needs required for FNMP.

On the positive side, the government has the capacity to fund FNMP. However, it is important to emphasize that, in addition to financial capacity, the government's ethical stance throughout the FNMP project is also crucial. This includes a commitment to honesty and upholding integrity.

Excerpt 6

“...asal pemerintah juga **amanat dan tidak korupsi**”. [...provided that the government **fulfills its mandate and remains corruption-free**”]. (positive judgment: ethics)

The data above represents a positive assessment of ethics, given by a citizen who supports FNMP. This assessment implies that the citizen supports FNMP on the condition that the government fulfills its duties and remains free from corruption. It indicates that the trust of citizens in the success of FNMP is closely related to the moral principles and integrity upheld by the government. By ensuring that the government acts according to its mandate and maintains cleanliness from corrupt practices, citizens' hopes for the success and benefits of FNMP can be strengthened.

Although the government has the capability to fund FNMP, there is an issue regarding the funding being taken from BOS funds. Historically, BOS funds have been allocated to many schools and used to pay contract teachers.

Excerpt 7

*Dari segi infrastruktur pun, masih banyak sekolah yang **membutuhkan** bantuan Dana BOS.* [In terms of infrastructure as well, many schools **still require** assistance from the School Operational Assistance (BOS) Fund]. (negative judgment: capacity)

Excerpt 8

*...terutama mengingat banyaknya guru, terutama guru honorer **yang sangat bergantung** pada Dana BOS.* [...especially considering the large number of teachers, particularly contract teachers, **who heavily rely** on the BOS Fund]. (negative judgment: capacity)

Firstly, in terms of infrastructure, the data illustrates that many schools lack the capacity to meet the facilities and support needed for learning, thus still “requiring assistance” from the BOS fund. On the other hand, the second data highlights the challenges faced by many teachers, especially contract teachers, who heavily rely on the BOS fund as their primary source of income. Overall, both sets of data underscore the urgent need to increase fund allocation and attention to school infrastructure and teacher welfare. This emphasizes the importance for the government to prioritize enhancing school infrastructure and teacher welfare by allocating the BOS fund maximally, rather than diverting it to FNMP.

c) Affect

Affect pertains to the expression of emotional feelings involving dis/inclination, un/happiness, in/security, and dis/satisfaction. In this study, affect is the least frequently appearing aspect of attitude in news texts, encompassing positive affect at 5.8% and negative affect at 13%. This indicates that the feelings experienced by both journalists and participants still harbor doubts about the realization of FNMP, despite the government's confidence in its realization.

Excerpt 9

*Realisasi program ini **diragukan** karena kebutuhan dana yang besar.* [The realization of FNMP is **doubtful** due to the large funding requirements]. (affect: Insecurity; disquiet)

These feelings are reflected through the lexicon “diragukan” or “doubtful” with mental processes. In this context, these lexicons depict uncertainty about the possibility of FNMP's success. This implies that some parties are unsure whether the project can succeed due to the challenges faced in meeting the required funding. The journalists' attitude indicates that they feel insecure and disquiet about FNMP's success.

The assessment of government critics found that they expressed dissatisfaction with the government four times. The term "dis/satisfaction" is used to refer to the expression of displeasure from government critics towards FNMP, as explained in the example below.

Excerpt 10

Dana BOS seharusnya diarahkan terutama pada peningkatan aksesibilitas. [The School Operational Assistance (BOS) funds **should primarily** be directed towards improving accessibility]. (affect: dissatisfaction: displeasure)

The lexicon “seharusnya diarahkan” or “should primarily” implies that some parties are dissatisfied with the allocation of BOS funds to FNMP. The impact of this will undoubtedly decrease the level of school or education accessibility. Critics may feel that the transfer of funds from the BOS program to the FNMP project leads to a reduction in the resources available to schools, which in turn can hinder schools' ability to provide adequate facilities and services for students.

Lastly, despite some parties showing negative sentiments, the government still demonstrates a positive attitude towards FNMP. This is reflected in their confidence. Despite some criticisms and negative feelings expressed by certain parties towards the project, the government maintains optimism and confidence in the success of FNMP.

Excerpt 11

Hashim juga memastikan bahwa dana program makan siang gratis. [Hashim also **ensured** that the funds for the free lunch program are available]. (Affect: security; confidence)

The data indicates an assessment by Hasim, who can ensure the availability of funding for FNMP. The assessment in the data is “memastikan” or “ensured” and is expressed through mental processes. The lexicon “memastikan” originates from the word “ensure”, which means “to make something certain to happen”. This indicates that Hasim feels confident about the realization of FNMP, especially regarding its funding.

Ideological Representation in Kompas News Texts

Based on the findings of the attitude resource, which is part of the lexicogrammar in SFL studies, ideological positions can be identified at the semantic level of discourse. Kompas evaluates the FNMP by reflecting the government's positive perspective. They highlight the noble goals of this program, such as reducing the rate of malnutrition among Indonesian children, which is expected to positively impact the improvement of children's learning quality and health. By emphasizing these aspects, Kompas plays a crucial role in helping the public understand the benefits offered by the FNMP and why the government considers this program a positive step.

However, Kompas does not hesitate to present skeptical information regarding the implementation of the FNMP, particularly related to funding issues. They depict the concerns arising among the public and stakeholders about potential obstacles that could hinder the

achievement of the program's goals, such as budget shortfalls or administrative problems. Thus, Kompas not only highlights the positive aspects of the FNMP but also invites readers to consider the challenges that may arise in its implementation. This is important for ensuring that the public has a more comprehensive and critical view of the program.

In this context, Kompas demonstrates a neutral stance by presenting two different perspectives on the FNMP. This aligns with the statement by Risdianto et al. (2024), which asserts that the balance between positive and negative assessments reflects the newspaper's neutrality. Asad et al. (2021) also emphasize that positive and negative representations allow readers to evaluate the program from their own viewpoints. The ideology conveyed in the news is generally tailored to the target readers as news consumers. Ideological similarities between the news text and its readers are important as part of the legitimacy of media dominance over the reading audience (Cahyono et al., 2021). By presenting both sides, Kompas indirectly encourages the public to make critical assessments of the government's success and management of the FNMP. This neutrality in assessment indicates that Kompas does not favor either side—neither the government nor its critics—thus providing space for a more open and balanced discussion.

In this way, Kompas contributes to the formation of a more informative and constructive public opinion. They demonstrate that a deep understanding of government programs, such as the FNMP, requires a comprehensive evaluation, including potential benefits and challenges that may arise. This is not only beneficial for readers in developing critical thinking but also ensures that the media serves as a platform that supports accountability and transparency in the democratic process.

DISCUSSION

This study aims to analyze how the media influences public perceptions of the Free Nutrition Meals Program (FNMP) by constructing ideologies and social values through the use of attitudes within an appraisal framework. In analyzing news media, one can observe how the ideological orientation of a media outlet shapes perceptions and attitudes towards the FNMP. Through understanding the implementation of the attitude system, this study will provide valuable insights into how a media outlet views and discusses the FNMP. Thus, it will open up space to understand various perspectives and the impact of news presentation on public perceptions of the project.

Ideology emerges from how the media conveys assessments of government policies. The application of an appraisal system—particularly the attitude resource—facilitates the understanding of the media's ideological orientation. When the media predominantly provides positive assessments, it indicates support for a particular issue. Akhiroh (2022) supports this view by stating that positive evaluations reflect bias or support for the assessed party. Conversely, if negative assessments prevail, this suggests a lack of support for the subject being evaluated. This is consistent with Pusparini et al. (2017), who state that the distribution of negative assessments indicates journalists' "hatred" toward what is being evaluated. A balance between positive and negative assessments reflects a stance of neutrality. By providing a neutral perspective, the media grants readers the full right to evaluate the program from their own viewpoint (Asad et al., 2021).

However, something interesting happens when the media provides negative assessments of the government coming from its critics. This can have an impact on negative feelings among the public (Risdianto, et al., 2024). This is due to the fact that how critics articulate their emotions can also affect the feelings of the public. In other words, if critics are depicted as having a negative view of the government or certain programs, it can also influence public perception, for example, by causing doubts or opposition to government policies. It is consistent with the findings of Wu and Zhao (2018), who suggest that the distribution of

affect serves as a means for evaluated parties to convey emotions to readers.

Thus, these findings highlight the crucial role of journalists and media organizations in shaping public perceptions and influencing government policies. By emphasizing specific aspects or attitudes within news texts, they can significantly affect how the public understands and interprets issues or events. Asad et al. (2021) explain the importance of context in contextualizing news reports and events. News does not occur in a vacuum; rather, it exists within a context shaped by beliefs, convictions, biases, and other external subjectivities, all of which form the perspective from which news is reported, read, and interpreted. This aligns with Engelbrecht's (2020) assertion that readers do not passively receive messages from the media but also have the ability to interpret the meanings of news reporting.

Although readers are active in interpreting messages, popular media still have a significant influence in shaping public views, attitudes, and beliefs about various issues (Molloy, 2011). Therefore, journalists, through news media, need to promote a more transparent and accountable democratic process through thoughtful news delivery methods. By using specific evaluative techniques, they can enhance the public's understanding of diverse perspectives. Additionally, they can explain how language is used to influence and convey ideological positions in political discourse, providing deeper insights into the power dynamics and opinions within society. Thus, journalists play a crucial role in shaping public opinion and advocating for policy changes that align with the broader interests of society.

CONCLUSION

This study explores how the media shapes public perceptions of the Free Nutrition Meals Program (FNMP) through an appraisal framework. The study reveals that Kompas exhibits a relatively balanced positive and negative stance in its coverage of the FNMP, reflecting both the government's positive perspective and existing criticisms. Kompas highlights the program's benefits, such as reducing malnutrition among children, but also identifies challenges related to funding and implementation. Kompas adopts a neutral stance by presenting both sides of the argument, allowing readers to evaluate the program from their own perspective.

This study only focuses on one of the three areas in the appraisal framework. Therefore, it is recommended to broaden the scope by including aspects of graduation to discover metaphorical patterns as a way for a media outlet to frame an issue. Additionally, engagement classification can be employed to examine the subjectivity and objectivity of media news reports (Arrese and Perucha, 2006).

The resources presented in this study can be used as a guide for journalists and mass media. This will significantly contribute to the study of media and communication by revealing how linguistic strategies are adapted to the constraints and advantages of various communication platforms. Thus, this study aids in understanding how ideology and public opinions are reflected through political discourse analysis. Additionally, this study has significant implications for practical insights that can be utilized by media content creators and journalists to craft messages that are more effective and tailored to the intended audience, with presenting news that includes both positive and negative assessments, it is crucial to maintain balance in how the news is conveyed. This should be done in accordance with the principles of journalistic ethics, which require news to be impartial, and balanced towards any party.

In the context of English as a Foreign Language (EFL), this study has significant implications for enhancing students' discourse competence, particularly in their ability to grasp the overall meaning of texts, including any hidden or implied meanings. Discourse competence encompasses not only the ability to understand explicit messages but also the

skill to interpret deeper, contextual meanings, which are often required in academic and complex texts. This is a crucial aspect that students need to master, especially in learning English as a foreign language (Hakim & Saputra, 2018).

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