



AN EVALUATION OF THINGS INDONESIAN
LIKE AND DISLIKE ON BLOG ARTICLES OF
BINIBULE.COM

A THESIS

In Partial Fulfillment of the Requirements for the Bachelor Degree Majoring
Linguistics in English Department Faculty of Humanities Diponegoro University

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SEMARANG
2018

PRONOUNCEMENT

I honestly confirm that I compile this thesis by myself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. I ascertain also that I do not quote any material from other publications or someone's paper except the references mentioned.

Semarang, June 2018

Citra Pertiwi Rahayuningsih

MOTTO AND DEDICATION

“No thinking. That comes later. You must write your first draft with your heart. You rewrite with your head. The first key to writing is ... to write, not to think!”

-William Forrester (Finding Forrester, 2000) -

This thesis is dedicated to Bu Deli, who has never given up on me.

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ACKNOWLEDGMENTS

Praise be to Allah SWT who always gives me blessing and health, so this thesis entitled “An Evaluation of Indonesian Custom and Habit on Blog Articles” came to a completion. I would like to express my gratitude to all people who have contributed to the completion of this thesis. My deepest gratitude is dedicated to my advisor Dr. Deli Nirmala, M.Hum., who has given her continues guidance, helpful correction, advice, and suggestion so that this thesis came into completion.

My sincere thank also go to:

1. Dr. Redyanto Noor, M.Hum, as the Dean of Faculty of Humanities, Diponegoro University.
2. Dr. Agus Subiyanto, M.A. as the Head of English Department, Faculty of Humanities, Diponegoro University.
3. All lectures of English Department who have guided and shared their knowledge, and also all academic staff in the Faculty of Humanities who gave their contributions.
4. My parents and family for giving their supports and encouragement.
5. All of my friends who have given their supports to complete this thesis.

I realize that this thesis has it flaws. Therefore, I would be glad to receive any constructive criticism and suggestion to make this thesis better. Finally, I hope that this thesis will be useful to the readers who want to learn appraisal system.

Semarang, June 2018

Citra Pertiwi Rahayuningsih

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ABSTRAK

Dalam skripsi ini dibahas tentang pemakaian aspek *appraisal* pada enam artikel berbahasa Inggris di blog *binibule.com*. Teori *appraisal* dari Martin dan White digunakan untuk melihat bagaimana suatu kebiasaan, orang, atau benda dievaluasi serta darimana evaluasi itu diperoleh. Teknik simak bebas libat cakap digunakan untuk mencari data. Metode agih digunakan untuk menganalisa data.

Temuan menunjukkan bahwa tidak semua aspek *appraisal* digunakan dalam artikel. Strategi evaluasi berbeda antara setiap artikel. *Affect as process* digunakan dalam semua evaluasi mengenai perasaan partisipan. *Appreciation of value* digunakan dalam semua evaluasi mengenai entitas non-manusia. *Social esteem of capacity*, *social esteem of tenacity*, *social sanction of veracity* dan *propriety* digunakan ketika mengevaluasi perilaku partisipan, namun, satu artikel tidak menggunakan sumberdaya ini.

Quantification dan *intensifier* sering digunakan ketika menilai sikap. *Proclamation* dan *attribution* sering ditemukan dalam artikel yang bersifat *heteroglossic*. Hal ini menunjukkan bahwa penulis blog juga mengikutkan suara dari luar dirinya dalam mengevaluasi topik yang ditulis.

Kata kunci: *appraisal system*, *affect*, *appreciation*, *heterogloss*

CHAPTER 1

INTRODUCTION

This chapter contains background of the study, research questions, purposes of the study, previous studies, and organization of writing

1.1 Background of the Study

Technology era brings interaction of people to a whole new dimension. Along with the incredible advance of technology and internet, people have another interaction beside in the real world, which is in the web. In the web, people are connected with one another through many platforms. One of the abundance platforms available is a personal blog site. A personal blog enables people not only to express themselves, but also to interact with other internet users.

A personal blog has its own characteristic since every personal blogger has the freedom to post in their own way. Although personal bloggers can post anything on their blog, some of them focus on particular topics, such as traveling, books, handcrafting, science, film, and their perspective on something. Therefore, a personal blog can be a source of information for people who seek something from the web.

According to Eggins (1994:4), language use is a purposeful behavior. Thus, people produce text not only to display their language ability, but also to reach some purposes. This could be to give information, to express a point of view, to shape opinion, or to provide entertainment. In line with that, Widdowson (2007:6) states that all texts are created intentionally to refer to something for some purpose. Martin and Rose (2005:1) believe that text can be used to interpret

aspects of a culture. Therefore, I am interested in studying articles from the Indonesian blogger named Ailsa to know how she represents her view of her society.

For this reason, blog articles from *binibule.com* are the useful source of data to research on, especially, one with an appealing topic concerning the habit of Indonesian people. Since I have shared knowledge of what is being talked about by the article writer, it is advantageous to comprehend the blogger intention in her writings using appraisal analysis as a tool.

1.2 Research Question

1. What kinds of appraisal systems are found in the blog articles?
2. What evaluations are presented in the blog articles?

1.3 Purposes of the Study

1. To find the appraisal systems used in the blog articles
2. To reveal the evaluations presented in the blog articles

1.4 Previous Studies

There are five previous studies related to appraisal analysis that are used as references. The first study concerning about attitude is written by Anna Maria Niera D. A.(2013). Her thesis entitled *Identifying Narrator's Negotiation in The Program of Discovery Channel A Study Case of The Bermuda Triangle Exposed* is focused on how attitude toward The Bermuda Triangle expressed by the narrator of the video. Appraisal system theory from Martin and Rose (2003) is used in her research. She also uses mood system theory to support the analysis.

The finding shows that attitude items showing insecurity feelings and most of information given come from outside source.

The second study entitled *The Attitudes Represented in "Text Your Say" Column in The Jakarta Post Daily Newspaper* is written by Rizka Andriani (2012). She focuses on analyzing the attitude of opinion writer in "Text Your Say" column. In her research, she uses random and purposive sampling. The main theory of her research is appraisal system from Martin and Rose (2003). She concludes that opinion is not always about feeling since the finding shows that opinion writers rarely express their feeling.

The third study is written by Nadia Widya Fardhani (2012) entitled *Analisis Sistem Appraisal pada Kolom "Journal Food" majalah Travel + Leisure September 2011*. She conducts the research by identifying the appraisal aspects within the column. She uses *padan* referential method in analyzing the data. The theory which is used in her research is appraisal system from Martin and Rose (2003). The research finding provides the variety of attitude, graduation, and engagement from the column.

Appraisal System in The Memoir "A Man Named Dave" by Dave Pelzer is written by Afniawati (2008). She only focuses on analyzing the application of attitude item in a memoir book 'A Man Named Dave'. She concludes that there is a change in the use of attitude items. The attitude shifts from negative to positive.

Another previous study is conducted by Ruth E. Page (2003). Her research entitled *An analysis of APPRAISAL in childbirth narratives with special consideration of gender and storytelling style* has purpose to reveal the differences

between men and women in negotiating their attitude. She uses appraisal theory from Martin. In her research, she only analyzes the affect and appreciation from the data. The result of the research is used to support the study of language and gender.

There are some differences between this research and the previous ones. Although this research uses same theory from J. R. Martin, the data used in this research are different. The purpose of this study is not only finding the kinds of attitude like the previous studies but also explaining the attitude, engagement, and graduation to identify the writer's stance.

1.5 Organization of the Writing

This thesis consists of five chapters;

Chapter 1 contains the background of the study, research questions, purpose of study, previous studies and writing organization.

Chapter 2 deals with the theories used to analyze the data. It includes an overview of appraisal analysis by J.R. Martin.

Chapter 3 provides explanation regarding the type of research, data, population, samples and sampling technique, method of collecting data, and also method of analyzing data.

Chapter 4 exposes the result of analysis and explanation of findings that are found in the data.

Chapter 5 offers a conclusion from the findings.

CHAPTER 2

REVIEW OF LITERATURE

This chapter delivers an overview of the main theory for analyzing the data which is appraisal theory by Martin and White (2005).

2.1 Appraisal

People tend to attach their feeling when communicating. The attitude of someone to other or something can be seen from his utterances. The attitude of a speaker can be analyzed with appraisal theory. Read and Carroll said that appraisal is a theory describing the types of language utilized to communicate emotion and opinion (2012:421).

Martin and White (2005:10) state that there are three reasons why appraisal becomes one of discourse semantic resources construing interpersonal meaning. The first reason is that regardless of grammatical restriction, the manifestation of an attitude inclines to spread all over a phase of discourse. Secondly, the realization of a particular attitude exceeds a range of grammatical categories. The last is that there is grammatical metaphor which enables grading between wording and meaning. Furthermore, appraisal is divided into three intertwining fields, which are attitude, engagement, and graduation (Martin and White, 2005:35)

2.1.1 Attitude

Attitude is concerned with our feelings, including emotional reactions, judgements of behaviour and evaluation of things (Martin & White, 2005:35).

someone is) and 'propriety' (how ethical someone is) (Martin & White, 2005:52).

Appreciation involves evaluations of semiotic and natural phenomena, according to the ways in which they are valued or not in a given field (Martin & White, 2005:43). Appreciation is divided into three: our 'reactions' to things, their 'composition', and their 'value'.

Reaction is related to affection (emotive – 'it grabs me', desiderative – 'I want it'); composition is related to perception (our view of order); and valuation is related to cognition (our considered opinions). Alternatively, the appreciation framework might be interpreted metafunctionally – with reaction oriented to interpersonal significance, composition to textual organization and valuation to ideational worth (Martin & White, 2005:57).

2.1.2 Engagement

Engagement deals with sourcing attitudes and the play of voices around opinions in discourse (Martin & White, 2005:35). Martin and White (2005:36) stated that

engagement is concerned with the ways in which resources such as projection, modality, polarity, concession and various comment adverbials position the speaker/writer with respect to the value position being advanced and with respect to potential responses to that value position – by quoting or reporting, acknowledging a possibility, denying, countering, affirming and so on.

Utterances can be classified as monoglossic and heteroglossic. It is called monoglossic if there are no references to other voices and viewpoints. On the other hand, it is heteroglossic when they do invoke or allow for dialogistic alternatives (Martin & White, 2005:99-100). Martin and White (2005) employ the concept of dialogism and heteroglossia from Bakhtin/Voloshinov to see the degree to which speakers/writers acknowledge prior utterances in the same sphere and how they engage with them (2005:93).

Monoglossic (no recognition of dialogistic alternatives)	Heteroglossic (recognition of dialogistic alternatives)
The banks have been greedy.	<u>There is the argument though that</u> the banks have been greedy. <u>In my view</u> the banks have been greedy. <u>Callers to talkback radio see</u> the banks as being greedy. <u>The chairman of the consumers</u> <u>association has stated</u> that the banks are being greedy. <u>There can be no denying</u> the banks have been greedy. <u>Everyone knows</u> the banks are greedy. The banks haven't been greedy. etc.

Figure 2.1 the monoglossic and the heteroglossic (Martin & White, 2005, p. 100)

Martin and White (2005) divided heteroglossic resources into dialogically expansive and dialogically contractive. Dialogic expansion is marked by the utterances that allow for dialogically alternative positions and voices. On the other hand, dialogic contraction is marked by utterances that act to challenge, fend off or restrict the scope of such (Martin & White, 2005:102).

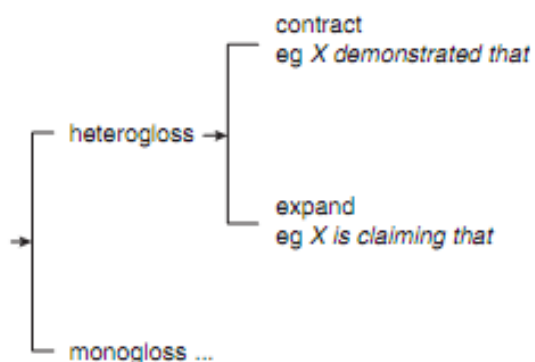


Figure 2.2 Engagement: contract and expand (Martin & White, 2005, p 104)

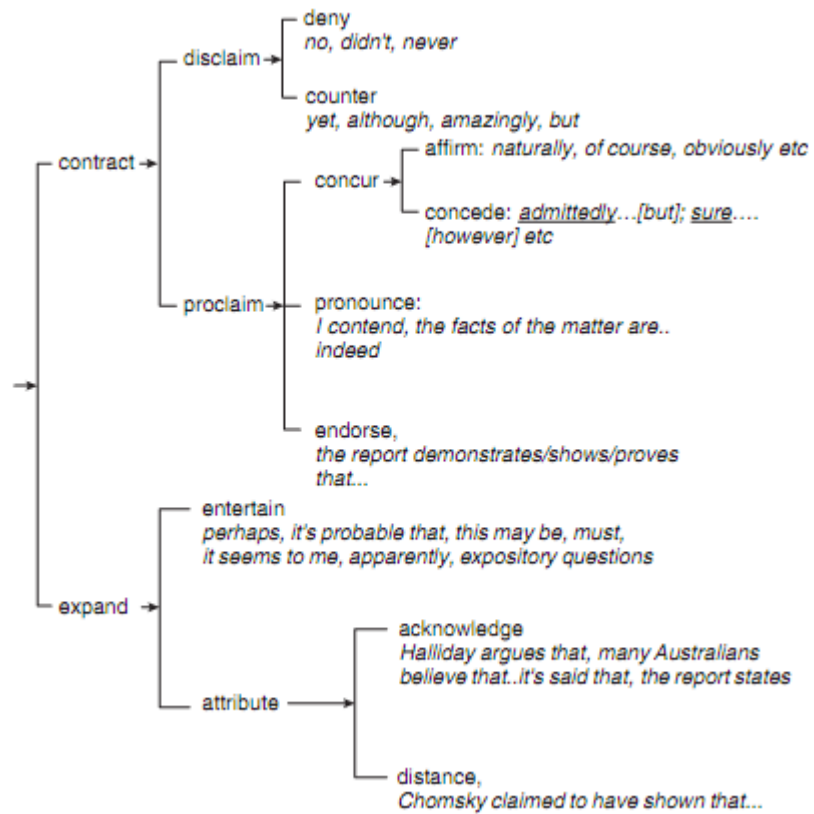


Figure 2.3 the engagement system (Martin & White, 2005, p 122)

2.1.3 Graduation

According to Martin and White (2005), graduation has to do with gradability. For attitude, since the resources are inherently gradable, graduation has to do with adjusting the degree of an evaluation – how strong or weak the feeling is (Martin & White, 2005:37). Graduation is divided into force and focus. The realizations of force include intensification, comparative and superlative morphology, repetition, and various graphological and phonological features (alongside the use of intensified lexis – *loathe* for *really dislike*, etc). Focus is used in the context of non-gradable resources that indicates the strength of boundaries between categories, core and peripheral types of things (Martin & White, 2005:37).

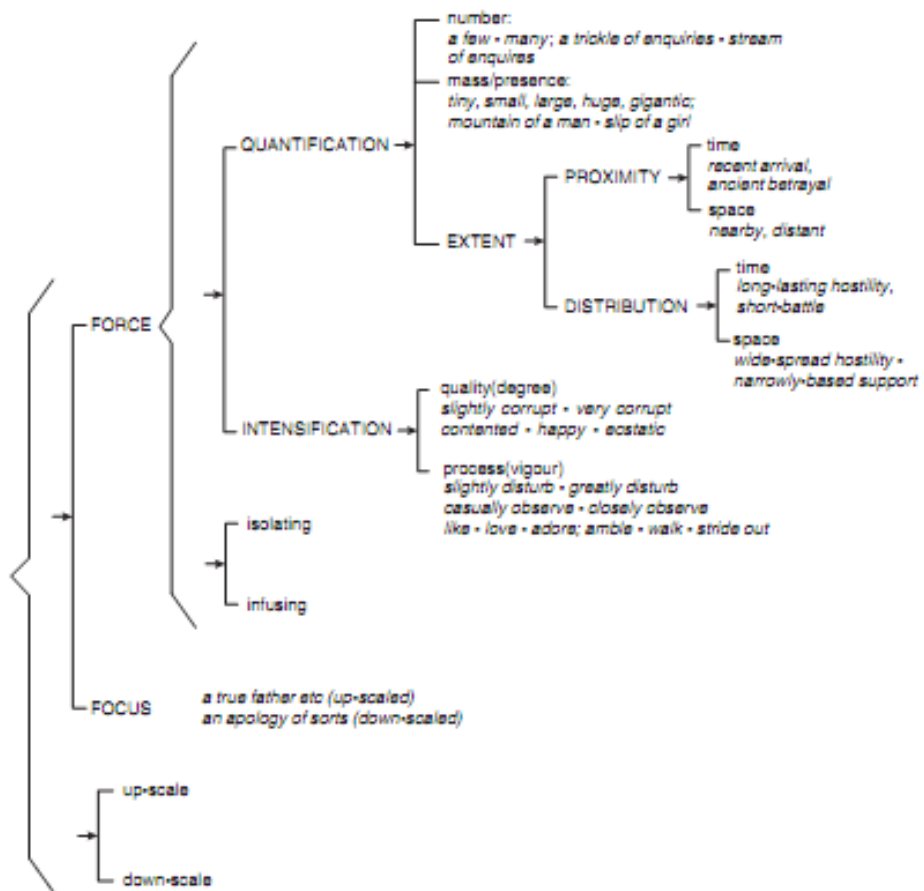


Figure 2.4 System network for graduation: force and focus (Martin & White, 2005, p 154)

CHAPTER 3

RESEARCH METHOD

3.1 Type of the Research

Based on Arikunto (2006:12) qualitative research is conducted naturally in normal situation without any manipulation; it emphasizes on the natural description. Therefore, I do not correct the grammatical error found in the data. This research has the main goal to identify the evaluative language within blog articles written by Ailsa, an Indonesian blogger who lives in Dublin. This study describes and explains the attitude, engagement, and graduation that are found in the data.

3.2 Data, Population, Samples and Sampling Technique

The population of this research is 23 blog articles written in English that is taken from *binibule.com*. The main data for this study is 25% of the population. They are clauses, phrases, and words that are collected from the following six articles:

1. Thing Indonesian Like: Massage
2. The Wedding Gift
3. Thing Indonesian Dislike: Walking
4. Thing Indonesian Dislike: Masuk Angin
5. Things Indonesians Do When Eating
6. Birthday Party à la Indonesians

Purposive technique sampling is used in choosing the appraisal-bearing text¹.

¹ I borrowed 'appraisal-bearing text' term from the research conducted by Jonathan Read and John Carroll "Annotating expressions of Appraisal in English"

3.3 Method of Collecting Data

In collecting the data, I use non-participant observation method by reading the whole articles that are observed. By note taking technique, the whole data will be observed whether they are appraisal-bearing text or not. After I identify the article, I select and rewrite the sentences that can be analyzed using the theory of appraisal. After that, the data are classified according to their variety.

3.4 Method of Analyzing Data

In analyzing the data, the writer uses distributional method by Sudaryanto. The determinant of this method based on Sudaryanto is always from the part or element of its own target language. Segmenting immediate constituents technique is used to identify the clauses, phrases, and words based on their compatibility with appraisal theory. After that, she classifies the data according to Martin's appraisal system theory on the category of attitude.

CHAPTER 4

DATA ANALYSIS

This chapter provides the result of data analysis and findings based on the research questions. The explanation consists of how the evaluations are presented and what appraisal systems are used to evaluate.

4.1 Results

The result shows that not all of appraisal systems are employed in every article. The strategy of evaluating is different between each article. In the category of attitude, three of six articles have negative judgement as prominent aspect. The three articles are *The Wedding Gift*, *Thing Indonesian Dislike: Walking*, and *Things Indonesians Do When Eating*. On the other hand, the rest have each different prominent aspect, which are positive appreciation direct in *Thing Indonesian Like: Massage*, positive affect direct in *Thing Indonesian Dislike: MasukAngin*, and negative appreciation indirect in *Birthday Party à la Indonesians*. The similarity between all of them is the occurrence of attitude aspect that is positive affect direct. In aspect of graduation, all of them, except for *Birthday Party à la Indonesians*, have at least one feature of graduation, where force is the majority. In aspect of engagement, majority of the resource found is monogloss.

What seems to be a general statement may have subjectivity. It may come from the nature of the data itself since it is personal blog, so the observation comes from

the blogger herself. However, the blogger also employs the voice outside her and she also gives a chance for other opinion.

Appraisal terms		Thing Indonesian Like: Massage	The Wedding Gift	Thing Indonesian Dislike: Walking	Thing Indonesian Dislike: MasukAngin	Things Indonesian Do When Eating	Birthday Party à la Indonesians
Attitude	+ve affect indirect	4,08		2,04	3,03	7,14	9,09
	+ve affect direct	4,08	4,34	2,04	18,18	8,57	9,09
	-ve affect indirect	4,08		2,04	9,09	2,85	13,63
	-ve affect direct	4,08	4,34	4,08			9,09
	+ve appreciation indirect	4,08			6,06	1,42	
	+ve appreciation direct	10,20	4,34	4,08	6,06	1,42	
	-ve appreciation indirect			10,20		5,71	18,18
	-ve appreciation direct	4,08		4,08	3,03	1,42	
	+ve judgement indirect	6,12	26,08	4,08		2,85	
	+ve judgement direct	8,16	4,34	2,04			4,54
	-ve judgement indirect	8,16	30,43	14,28		24,28	9,09
-ve judgement direct			4,08		2,85	4,54	
Graduation	Force	10,20	4,34	26,53	12,12	10	
	Focus				9,09		
Engagement	Monogloss	20,40	8,69	14,28	15,15	18,57	22,72
	Heterogloss	12,24	13,04	4,08	18,18	11,42	

4.2 Appraisal Analysis used in Articles

4.2.1 “Thing Indonesian Like: Massage”

4.2.1.1 Affect

Direct Positive Affect

- 1) Indonesians **love** massage

The evaluation is realized through verbs ‘love’. The verb belongs to affective mental of affect as process. ‘Love’ means enjoy very much, which is used to express the feeling of Indonesian people toward massage. In this aspect, the feeling conveyed does not belong to the blogger.

Indirect Positive Affect

- 1) People who are ill **believe that massage works** better than the doctor.
- 2) **We should all be grateful** that Indonesia only have **DukunTiban** and do not have Doctor Tiban, nor President Tiban.
- 3) **Thankfully**, things are changing now.

Indirect positive affect aspect is realized through phrases that indirectly shows positive feeling. The above phrases are all implied since they do not employ mental process. Sentence number 1 belongs to sick people who prefer massage to treat their illness. Sentence number 2 and 3 belongs to the writer herself. It shows the positive feeling that the writer has.

Direct Negative Affect

- 1) I followed their suggestion and ended with **regret**.

Direct negative affect is realized through noun phrase ‘a regret’. It means a disappointment over something. It is affect as quality since it is attributed to the writer. It shows the feeling of the writer when she had bad experience with massage.

Indirect Negative Affect

- 1) The **weirdest** massage in my life happened years ago when I had a back pain.
- 2) The lady **spitted on my back without my consent**.
- 3) **The spittle, for sure, did not relieve me for any back pain but I do believe she has power.**

From the sentences above, it can be seen that the writer expresses dissatisfaction.

It realized through phrases ‘without my consent’ that shows treatment which should not be done by the therapist since it is considered not polite and ‘did not relieve for any back pain’ that shows the writer’s disappointment.

4.2.1.2 Appreciation

Direct Positive Appreciation

- 1) The country itself is **a heaven** for massage proven by the massage parlors that spreading around the cities and house call massage that available 24/7 at an **affordable price**
- 2) The parlors offer **different range of massages**, from **traditional to weird**(like snake body massage)
- 3) Massage is not only for **relaxation**, **but also belief** to be the **remedy for any illness**
- 4) People who are ill **believethat** massage works **better** than the doctor.
- 5) Massage also **helps** women to conceive.

The evaluation of thing from this article belongs to positive valuation. The evaluation is aimed toward massage facilities and the virtues of massage. The blogger uses metaphoric word to describe her evaluation as can be seen in the first sentence. The blogger states that Indonesia is ‘a heaven for massage’. The she mentions the availability of massage parlors. The phrase ‘a heaven’ refers to the area. Instead of simply using adjective, she values facilities of massage in the country with a noun phrase that shows the strength evaluation the blogger has. She does not simply use good place, but she also describes it as ‘heaven’. Furthermore, there is also phrase ‘affordable price’ that refers to the massage

parlors. It is a positive appreciation toward Indonesia in regard to massage facilities. The second sentence contains evaluation of massage parlors that offer various types of massages that the article writer called ‘traditional to weird’. Therefore, sentences number 1 and 2 present the evaluation of the blogger toward the facility to support people who enjoy massage.

Sentences number 3, 4, and 5 contain evaluation that is directly aimed to the benefit of massage. In the third sentence, there are phrases ‘relaxation’ and ‘remedy for any illness’. In the fourth and fifth sentences there are phrases ‘better than the doctor’ and ‘helps women to conceive’. All of those phrases are evident that are mentioned by the article writer for massage benefit.

Indirect Positive Appreciation

- 1) [it might need to be included in our basic needs along with the food, shelter and clothing](#)
- 2) Women are not the only one [benefitted](#) from massage.

These sentences belong to valuation appreciation. It is an inscribed positive appreciation since the author does not assess it implicitly; instead, she placed massage as necessity along with human basic needs. It shows how appraiser sees massage as an important thing.

Direct Negative Appreciation

- 1) She made me pay, 5 dollars, for the [awful service](#), [that’s how powerful](#) she is.

In this aspect, the assessment is realized by the adjective ‘awful’ which means very bad. It belongs to negative valuation. The evaluation is aimed toward massage service that the writer got.

4.2.1.3 Judgement

In evaluating person, most of resource used is social esteem of capacity. The positive evaluation is given to massage therapist, Mak Erot, and people with visual impairment. While for negative evaluation is aimed toward the therapist that the writer had bad experience when using her service and also uncertified therapist or *dukun tiban*.

Direct Positive Judgement

- 1) Stroke, broken bone and cancer are only **few illnesses** than **can be cure** by massage therapist.
- 2) MakErot (Mrs. Erot) **was praised** for her help to enlarge man most vital part, not the brain, but their manhood.
- 3) Her departure, **I am sure**, regretted by a lot of men who did not have the chance to enjoy **her magical hands**.
- 4) Despite the fact that people with visual impairment can do **almost everything**, Indonesian educational system **underestimated** and **prevented** them to study other subjects.

Indirect Positive Judgement

- 1) **What I learned from Google**, she massaged the penis and **like magic**, it grew bigger.
- 2) People also attend courses to be a massage therapist; **some of them** are people with visual impairments.
- 3) I was recommended to have a massage session with an **old lady** who, **according to what people say**, has **special power**.

Indirect Negative Judgement

- 1) **Most ofDukunPijatBayi**, if not all, are **not certified therapists**.
- 2) **We should all be grateful** that Indonesia only have **DukunTiban** and do not have Doctor Tiban, nor President Tiban.
- 3) **The spittle, for sure, did not relieve me for any back pain** but I do believe **she has power**.
- 4) She made me pay, 5 dollars, for the **awful service**, **that's how powerful** she is.

4.2.1.4 Graduation

Graduation is resources that show the degree of an evaluation. It is divided into force and focus. In this article, the aspect of graduation that is found is only of the force kind. Quantifications are found in sentence number 1, 2, 3, and 4. The article writer uses 'only few' and 'less expensive' to increase the positive evaluation of massage. In sentence number 3, the article writer uses 'most of' and 'if not all' to lessen the fact stating that *Dukun Pijat Bayi* are mostly not a certified therapists. She also employs indirect grading expression as in number 4 to make the evaluation of *Dukun Tiban* less intense by the phrase 'should all be grateful'. She uses modality in presenting her position of evaluation.

- 1) Stroke, broken bone and cancer are **only few** illnesses than **can be cure** by massage therapist.
- 2) Not to mention that the fee of the therapist is **less expensive** than the medical doctor.
- 3) **Most of** *Dukun Pijat Bayi*, if not all, are **not certified therapists**.
- 4) **We should all be grateful that Indonesia only have *Dukun Tiban* and do not have Doctor Tiban, nor President Tiban.**

4.2.1.5 Engagement

Most of the evaluation comes from the writer herself. The evaluation is obtained from her own experience. It can be seen by the choice of personal point of view as below. She mostly employs proclamation like, 'I am sure', 'my life', 'I do believe', and some indirect statement regarding her experience when she uses massage service in hope of relieving her back pain, as illustration like sentences number 5 and 6 where she evaluate the incompetency of the massage therapist by saying that 'she has power' when in reality her back pain does not recede and she has to pay for the 'awful service'.

- 1) Her departure, **I am sure**, regretted by a lot of men who did not have the chance to enjoy **her magical hands**.
- 2) The **weirdest** massage in my life happened years ago when I had a back pain.
- 3) I followed their suggestion and ended with **a regret**.
- 4) The lady **spitted on my back without my consent**.
- 5) **The spittle, for sure, did not relieve me for any back pain but I do believe she has power**
- 6) She made me pay, 5 dollars, for the **awful service, that's how powerful she is**.

The evaluation that is obtained from the analysis shows positive attitude toward massage. It is liked because of Indonesian believe that it is beneficial and easy to be accessed. However, the blogger herself does not share the same attitude since she has different experience.

4.2.2 “The Wedding Gift”

4.2.2.1 Affect

Direct Positive Affect

- 1) Indonesians **love** to throw a big wedding.

The evaluation is realized by mental process which is ‘love’. ‘Love’ is used to express feeling of Indonesian people. It belongs to positive affect direct since the word love has positive meaning. It indicates that Indonesian enjoy holding a wedding party a lot.

Direct Negative Affect

- 1) They are **afraid** that parents from the other side might take it away.

The evaluation is realized by mental process which is afraid. Afraid is used to express the feeling of parents who take money box in order to get the money before the other party. It belongs to negative affect direct since the word afraid

conveys insecurity. It indicates that parents doing such thing are frightened that the other party will take the money and none will be left for them.

4.2.2.2 Appreciation

Direct Positive Appreciation

- 1) Knowing the exact amount of the present is **very important**.

The appreciation belongs to valuation. It is realized by adjective ‘important’. The appreciation is attached to the phrase ‘knowing the exact amount of the present’. It belongs to positive appreciation direct since the word important has positive meaning toward the custom. It indicates that such custom is having a great value for Chinese Indonesian.

4.2.2.3 Judgement

In evaluating person, most of resource used is social sanction of veracity and propriety. Positive evaluation is given to Chinese Indonesian, Indonesian parents who support their children, and ‘bule’ who follows their good custom. While for negative evaluation is aimed toward parents that demand the gift money and do not contribute to the wedding but asked for the gift money, guests who come without gift, and ‘bule’ who not follows their good custom.

Direct Positive Judgement

- 1) **Smart!**

Indirect Positive Judgement

- 1) **parents in Indonesia are are always ready to borne the damage.**
- 2) In the future, when the guests hold a wedding or funeral, they will “**return**” **back** the money.
- 3) They usually **estimate the cost of the meal and give a little bit more to help** the bride and groom cover the expenses.

- 4) When the guest come as couple, the amount of the gift always doubled.
- 5) In their custom, making RSVP to a wedding and not showing up is unacceptable.
- 6) That's why when *bules* don't have money they would prefer not come to the wedding (and present an empty envelope).

Indirect Negative Judgement

- 1) Surprisingly, there are always guests who come empty-handed or those who **unashamedly** giving an envelope without neither money nor name.
- 2) Parents who invested more are often feel they are entitled for more return.
- 3) There also parents who spent nothing, but forcing the bride and groom to share the gift with them because they feel that the gift are from their friends.
- 4) There's even parents who took away the money box right after the wedding party because they are afraid that parents from the other side might take it away.
- 5) Please note that not all *bules* give presents, there are always *bules* who do not give gift or give crazy present.
- 6) Here is one of the example of bridezilavs crazy guest.

4.2.2.4 Graduation

This article only contains one aspect of graduation that is force. It can be seen from the following sentence. There are intensifiers like 'usually', 'normally', 'sometimes' This intensifiers are used to explain how usual or common the tradition of giving present in some customs. Intensifier 'very' is used to scale up the statement that Chinese Indonesian considers it is important to know the price of a present. If the intensifier is omitted, the message has different intensity. 'very' is used for emphasizing the significance of 'knowing the exact amount of the present'.

- 1) Closer friends **usually** give a personal present like jewel (my favorite), tea set, spa voucher, hotel voucher of even lingerie.
- 2) While the not-so-close friends or even stranger (to the bride and groom) **normally** give cash.
- 3) For Chinese Indonesian, knowing the exact amount of the present is **very** important.

- 4) In the USA, guests **sometimes** put the receipt of the present so if they bride and groom do not like the present, they can always return it to the shop.
- 5) It is also **common** to register gifts from certain shop so guests could easily pick present that match with budget.

4.2.2.5 Engagement

The source of evaluation in this article allows for dialogistic alternative. Therefore, the blogger anticipates possible response from the reader, be it different or similar with the article. The engagement is realized through the following ways; entertainment is found in the sentence number 1 using modality 'might', attribution is found in number 2 and 5 using 'in their custom' and 'some people', disclaim is found in number 3 using 'please not that not all', and proclamation is found in number 4 using 'in my opinion'. The evaluation uses phrases recognizing that there might be different point of view from the reader, thus the engagement of this article is heterogloss.

- 1) **As you might be aware**, Indonesians love to throw a big wedding.
- 2) **In their custom**, making RSVP to a wedding and not showing up is unacceptable.
- 3) **Please note that not all bules** give presents, there are always bules who do not give gift or give crazy present.
- 4) Both, **in my opinion**, are crazy.
- 5) **Some people** see wedding party as a way of celebrating their love with the world and do not care about the present.

The evaluation that is obtained from the analysis is not aimed toward variety of gifts. It shows negative attitude toward people discussed in the article. The negative evaluation which tends to be stated indirectly shows that the blogger does not openly shows her judgement.

4.2.3 “Thing Indonesian Dislike: Walking”

4.2.3.1 Affect

Direct Positive Affect

- 1) We also love to grab taxi, even if it is only walking distance

It is considered positive affect direct since there is mental process ‘love’. It is used to show the feeling of the writer and Indonesian people. It means they enjoy very much taking taxi rather than walking.

Indirect Positive Affect

- 1) So we are killing two birds using one stone, being generous and convenience lazy at the same time.

It is considered positive affect indirect since the writer endorses the custom through the phrase ‘being at the same time’. The interesting part of this sentence is the use of adjective ‘convenience’ that is left there even though it is being crossed out.

Direct Negative Affect

- 1) Foreigners always complain about Indonesians who do not walk in public space.
- 2) I guess in our culture, it is sinful to let VIPs walk even for less than 5 minutes.
- 3) The organizers considered this as an incident and profusely apologize for “the inconvenience”.

The negative feeling expressed here is realized by affect as ‘quality’ since it is attributed to participant. The first sentence shows the attitude of foreigner toward Indonesian people who seldom walk. While in the second sentence, it indicates the feeling from the side of Indonesian people who consider it impolite for making ‘VIP’ guest walk. The evaluation in third sentence is realized through physical expression ‘profusely apologize’. This sentence shows negative feeling of the organizer.

4.2.3.2 Appreciation

Direct Positive Appreciation

- 1) it really is **convenience**.
- 2) The AC **keeps us for sweating** at the **very low price**, flag fall for regular taxi in Indonesia **is only 50 cents**.

The evaluation of thing from this article belongs to positive reaction. It is realized by the noun ‘convenience’ and phrases ‘keeps us for sweating’ and ‘very low price’. They are aimed toward the comfort that is provided by taking taxi.

Direct Negative Appreciation

- 1) **Most** of the sidewalk in Indonesia is **not safe**, or should I say **that most of the roads in Indonesia have no path walk**.
- 2) **How safe and inconvenience is that?**

The evaluation in this article is realized through appreciation of value. Sentence 1 and 2 indicate the direct negative evaluation of the writer toward the sidewalk and the road. There are two phrases which are ‘not safe’ and ‘have no path walk’ that are used as negative appreciation. It is not safe according to the writer since there is no path walk, people who walk have to use the side of the road, so it is dangerous since they also have to walk side by side with vehicles.

The word ‘inconvenience’ is employed as direct negative appreciation. It is explicit evaluation toward the condition of the sidewalk in big city of Indonesia.

The word ‘inconvenience’ is used to conclude the evaluation of the condition of the road and sidewalk that already described by the writer.

Indirect Negative Appreciation

1. If the place has trottoir, like the **famous Sudirman road** at Jakarta, it is **usually occupied by street vendors and ojek, motor taxi**.
2. The street vendors **take some of the room and leave us with little space to walk** (like the one in front of the Ministry of Education’s building).
3. **In this little space, we have to compete with ojek drivers too, who’s driving against the flow and is driving on the sidewalks**.
4. Walking for people with visual impairment in Jakarta is even **harder**.

5. People with visual impairment **should struggle** to find the guiding block, **avoid the street vendors** and **safe their life from getting hit by ojek**.

By describing the condition that the sidewalk is occupied by street vendors and *ojek*, the writer indirectly evaluate how the quality of the facility is. It means that in certain street, it is facilitated with sidewalk; however, the condition is not proper. Since it is full with street vendors and *ojek*, there is no space for people to walk on sidewalk. They often have to walk in the side of the road. By stating that it is harder for people with visual impairment for walking in Jakarta means that beside the people have their own challenge due to their disability, they also have to struggle with the condition of public walking space that do not support them. Thus, it is again an indirect negative appreciation toward the facilities.

4.2.3.3 Judgement

In evaluating person, most of resource used is social esteem of tenacity. The positive evaluation is given to Indonesian government and *Badui* people. While for negative evaluation is aimed toward Indonesian people who do not like walking and street vendor seller and *ojek* driver who violate the use of sidewalk.

Direct Positive Judgement

- 1) Yes the Indonesians, government are **doing better** by providing Braille guide block in the path way to guide them.

Indirect Positive Judgement

- 1) There are of course Indonesians who **love** to walk, they are *Badui* people.
- 2) Often called as *Orang Kanekes*, *Badui* is a native tribe from Banten who walk **all the time**.
- 3) *Badui* people **preserve their customs by refusing any modernization** including means of transportation, water and sanitation, electricity, education, but they do accept money.

Direct Negative Judgement

- 1) So we are killing two birds using one stone, **being generous and convenience lazy** at the same time.
- 2) The street vendors **take some of the room and leave us with little space to walk** (like the one in front of the Ministry of Education's building).

Indirect Negative Judgement

- 1) Foreigners **alwayscomplain** about Indonesians who do not walk in public space.
- 2) They **sometimes** wonder why Indonesians walk for hours in a treadmill in gym but **refuse** to walk and **insist** on taking taxi.
- 3) **In this little space, we have to compete with ojek drivers too, who's driving against the flow and is driving on the sidewalks.**
- 4) **However**, there are not many people (particularly the street vendors and the builders itself) who are not aware that the guiding block is to help people with visual impairment and not to kill them.
- 5) We also **love** to grab taxi, **even if it is only walking distance** because it really is **convenience**.
- 6) One should make sure that the AC in the mall works, because if not, they will stop walking and go home.
- 7) To conclude, Indonesia do walk, **but only** in the mall, when travelling to Bali or abroad.

4.2.3.4 Graduation

In this article, the aspect of graduation that is found is only of the force kind. The grading uses quantification such as always, sometimes, most, all the time, often, less pollution, and only. Intensification like so committed, better, harder, shows that the evaluations are scaled up.

- 1) Foreigners **alwayscomplain** about Indonesians who do not walk in public space.
- 2) They **sometimes** wonder why Indonesians walk for hours in a treadmill in gym but **refuse** to walk and **insist** on taking taxi.
- 3) **Most** of the sidewalk in Indonesia is **not safe**, or should I say **that most of the roads in Indonesia have no path walk**.
- 4) it is **usually occupied by street vendors and ojek, motor taxi**.
- 5) government are **doing better**
- 6) **even if it is only walking distance**
- 7) flag fall for regular taxi in Indonesia **is only** 50 cents.
- 8) These people are **often** visit Jakarta by foot
- 9) Indonesia do walk, **but only** in the mall
- 10) This is because the path walk is **often better**, there is **less pollution**

4.2.3.5 Engagement

Most of the evaluation comes from the blogger herself. The evaluation is obtained from her own observation. It can be seen by the choice of personal point of view.

In the table below, there are some phrases that show the source of evaluation comes from her personal view. The phrases ‘should I say’, ‘we are killing two bird using one stone’, ‘I guess’, are the blogger opinion when appreciating the condition of sidewalk and reasons why the blogger and most Indonesian do not like walking in the public space of main road.

The source of evaluation beyond the blogger’s voice comes from indirect utterances of foreigners as can be seen in sentences number 6 and 7. The sentences are directly employed from foreigners and pronoun ‘they’ as a participant. The evaluation uses phrases recognizing that there might be different point of view from the reader, thus the source engagement of this article is heterogloss and monogloss.

- 1) Most of the sidewalk in Indonesia is not safe, or should I say that most of the roads in Indonesia have no path walk.
- 2) So we are killing two bird using one stone, being generous and convenience lazy at the same time.
- 3) I guess we are raised to avoid walking.
- 4) I guess in our culture, it is sinful to let VIPs walk even for less than 5 minutes.
- 5) This is because the path walk is often better, there is less pollution and most importantly, there’s no flat dead rat on our way.
- 6) Foreigners always complain about Indonesians who do not walk in public space.
- 7) They sometimes wonder why Indonesians walk for hours in a treadmill in gym but refuse to walk and insist on taking taxi.

4.2.4 “Thing Indonesian Dislike: Masuk Angin”

4.2.4.1 Affect

Direct Positive Affect

- 1) We **likes** oil so much that after a bath, a kid will be rub with telon oil to keep them warm.
- 2) **I love it so much that I brought two boxes to Ireland.**
- 3) then I found out that Abang Mike, a colleague and also a friend, **likestolakangin.**
- 4) So meet Mikel everyone, a ~~foreigner~~ **bule** who **enjoys** TolakAngin
- 5) Anyway, Abang Mike **isn't the only person** who **enjoys**TolakAngin because her mom **enjoys it as well.**
- 6) Well done Mama Mikel, we are so **proud** of you!

This aspect is realized through affective mental. The word ‘like’, ‘love’, and ‘enjoy’ is employed to deliver an evaluation of what the thing makes her or people around her feeling it. This sentence shows positive feeling of the writer through word ‘love’. She provides evidence of her ‘love’ by statement that she brought two boxes of tolakangin to Ireland. Word ‘enjoy’ in number 5 belongs to direct positive affect to describe foreigner opinion toward tolakangin.

Indirect Negative Affect

- 1) Though Indonesians are concern about this illness, they **never bother to ask doctor to cure them.**
- 2) a real Indonesian**would always staying away** from the things mentioned above.
- 3) Is it painful? I do not know, because I have never experience it and **not interested to.**

This aspect is realized through phrases that indicate affective behavioral. As can be seen from the above table, the phrases represent the feeling of people toward masuk angin and the feeling of writer toward kerokan.

4.2.4.2 Appreciation

Direct Positive Appreciation

- 1) There are few traditional ways to cure *masukangin*, including the famous **Kerokan**.
- 2) A dear friend diagnosed that I had *masukangin* and introduced me to the magical *tolak angin*.

The positive appreciation direct is realized through valuation by the word 'famous' and 'magical'. The words are able to create positive image towards *kerokan* and *tolak angin*. The word 'magical' indicates *tolak angin's* virtue. It is obtained from the opinion of the writer thus they belong to valuation.

Indirect Positive Appreciation

- 1) Indonesians believe that *masuk angin* should be cured with something warm.
- 2) a kid will be rub with telon oil to keep them warm.

The indirect evaluation of something warm and telon oil to cure *masukangin* is realized through reaction from people that get positive impact when applying those things.

Direct Negative Appreciation

- 1) I read that it is dangerous, because the friction between coin and the skin might causing wound.

The negative appreciation in this aspect is realized through valuation since it uses adjective 'dangerous'. It is used to show opinion toward *kerokan*.

4.2.4.3 Graduation

Force

- 1) They never bother to ask doctor to cure them.
- 2) Most of the time, Indonesia self-diagnose the illness and decide the best medicine to cure it.
- 3) There are few traditional ways to cure *masukangin*,

4) this is a **very rare case**.

The use of quantification ‘never’ and ‘most of the time’ highlight the choice that Indonesian often do when face with the case. The phrase shows common custom of Indonesian people who choose to treat their selves when they catch *masuk angin*. It can be said that they are not the type to see a doctor for common illness. The word ‘few’ is used to propose method to cure *masuk angin*. The blogger uses the phrase ‘a very rare case’ to counter the previous statement about the risk of treating *masu kangin* with *kerokan*. It provides assurance that *kerokan* is quite safe or is not that dangerous.

Focus

- 1) soa **real Indonesian** would always staying away from the things mentioned above.
- 2) A **dear friend** diagnosed that I had *masuk angin* and introduced me to the **magical tolak angin**.

Sentence number 1 emphasizes the categorical of people who avoid of all the things that can make people *masuk angin*. The phrase ‘a real Indonesian’ belongs to graduation: focus that sharpens the message that Indonesian people will prevent *masuk angin*. Sentence number two with the phrase ‘a dear friend’ scaled up the meaning of person that the blogger trusts and it convinces her to consume *tolak angin*.

4.2.2.4 Engagement

The source of evaluation mostly employs the voice outside the blogger. She employs the voice of Indonesian people in order to explain about the method of curing or avoiding *masuk angin*. Close friends are asked about their experience in using certain method. The blogger uses engagement heterogloss to describe the

feeling of foreigners who had tried *tolak angin*. She uses the voice from *tolak angin* advertising. She provides evidence to support the advertising source by citing her friend's experience. She employs outside voice to strengthen her own opinion towards things that is discussed. She wants to give insight that not only her who like that things, but also Indonesian people in general even foreigners also have positive evaluation about it.

Besides using other voices, the blogger uses her own voice by using pronoun I to refer to herself. She uses her own voice to express her feeling in using mentioned methods of curing *masuk angin*. She asserts about the safety of doing *kerokan* although she herself do not use that method. She testifies her positive attitude toward *tolak angin* by stating 'I love it so much' and 'I brought two boxes to Ireland'. The evaluation uses phrases that attributed to other voice and recognizing that there might be different point of view from the reader, so the source engagement of this article is heterogloss and monogloss.

- 1) However, I read that it is dangerous, because the friction between coin and the skin might causing wound.
- 2) **Indonesians believe** that masukangin should be cured with something warm.
- 3) **In its advertising**, foreigners from all over the world **thanks** Indonesia for inventing tolakangin.
- 4) This person might be watched the ads but **did not believe** that bule take tolakangin.
- 5) I was thinking to ask Mr. G to drink tolakangin for **fund**, but then I found out that Abang Mike, a colleague and also a friend, **likes** tolakangin.
- 6) Is it painful? I do not know, because I have never experience it and not interested to.
- 7) **I am sure** though that this is a **very rare case**.
- 8) A **dear friend** diagnosed that I had masukangin and introduced me to the **magical tolakangin**.
- 9) **I love it so much that I brought two boxes to Ireland**.
- 10) So meet Mikel everyone, a ~~foreigner~~ bule who **enjoys** TolakAngin especially when he has too much gas in his stomach (It's call masukangin

Mikel).

11) Anyway, Abang Mike **isn't the only person** who **enjoys** Tolak Angin because her mom **enjoys it as well**.

4.2.5 "Things Indonesians Do When Eating"

4.2.5.1 Affect

Direct Positive Affect

- 1) We also **love** to eat everything served during the wedding party.
- 2) It's just the way we **enjoy** food and life.
- 3) If **many find a joy** in juicy steak, **Indonesians find a joy** in a spicy steak.
- 4) We **love** it so much that we do it all the time, especially during working hour.
- 5) What these people should remember is that we, Indonesians **enjoy** food in different way, **it doesn't mean that we do it better, but that doesn't mean that we do it worse**.
- 6) We just eat different things in different way and we are **happy** with it.

This positive affect is realized through affective mental. The verbs 'love' and 'enjoy' show the feeling of Indonesian people including the writer toward eating habit that Indonesian do. Furthermore, noun 'a joy' and adjective 'happy' also used to show the positive feeling.

Indirect Positive Affect

- 1) So, the next time you see a nanny (in a white, pink or blue uniform) running around with a plate full of rice (or instant noodle), trying to chase a kid, **please give them a way and let them have fun**.
- 2) It is **of course not a sin** for parents for trying to provide for their kids.
- 3) This hobby of tasting, **leads us to share foiegras, or even steak at a very fancy restaurant**.
- 4) Thus, any foreign chef in Indonesia **shall never be offended** by this action.
- 5) Furthermore, any chef in Indonesia **should not be offended** when Indonesians put sauce on their plate.

In this aspect, the feeling belongs to the writer. Sentences 1 and 2 show the writer's feeling toward nanny and parents, while sentences 3, 4, and 5 show the writer positive feeling toward the eating habit.

Indirect Negative Affect

- 1) For Indonesians, set menus are just **not varied enough** and of course, **not that cool**.
- 2) If there is only one thing that you should complain is when someone who's sitting next to you eat like a cow, oops..... I mean do not eat with closed mouth.

The feeling expressed here is attributed to Indonesian that consider set menu as 'not varied enough'. Number 2 shows the negative feeling of the writer towards people who chew the food without closing the mouth.

4.2.5.2 Appreciation

Direct Positive Appreciation

- 1) to put *sambal* ketchup in carbonara spaghetti, but **for us them** (I do not like spicy food), it just makes the food **tastier**.

This aspect belongs to appreciation of reaction that is realized through comparative word 'tastier'. It is used to evaluate food that is added with *sambal* ketchup.

Indirect Positive Appreciation

- 1) I guess this is why Indonesian invented *nasi campur*; to allow us to mix food and taste as much as possible.

The evaluation belongs to appreciation of valuation. It is realized through phrases 'allow us to mix food and taste as much as possible' that assess *nasi campur*. The phrase indirectly indicates positive evaluation.

Direct Negative Appreciation

- 1) Indonesians find it **taboo** to eat while walking, for us, sitting is **the proper** way to eat.

Negative appreciation in this sentence belongs to composition. It is realized through adjective 'taboo' which means prohibited or restricted by social custom.

The word 'taboo' in this sentence refers to the custom of eating while walking rather than judging the character.

Indirect Negative Appreciation

- 1) It sounds like a **good** exercise for the parents, but they are often too tired to chase their kids (yet they managed to do their routine running exercise at the gym), so **the honorable task** is delegated to **our nation heroines: The nannies**.
- 2) **After all**, they are just maintaining their **healthy lifestyle**.
- 3) **If you do not provide any sugars, oh lord...is your company heading into bankruptcy?**
- 4) Finally, foreigners are **often surprised** by our table manner, custom and etiquette.

These sentences belong to valuation appreciation. It is an inscribed negative appreciation since the evaluation is realized by description on how it was going. Sentence 1 and 2 indicate negative opinion toward Indonesian kid's eating habit. Sentence 3 is evaluation toward company that does not provide condiment for meeting. Sentence 4 is evaluation toward Indonesian 'table manner, custom, and etiquette'.

4.2.5.3 Judgement

Majority of the evaluation is negative judgement. In evaluating person, most of resource used is social esteem of capacity and social sanction of veracity. Negative evaluation is aimed toward parents who do not teach their kid how to behave properly, parents who commit corruption, and the workers who eat noisily while working.

The evaluation of parents can be found in sentence number 1, 2, 3, 4, and 5 of negative judgement indirect. It is not mean that Indonesian parents do not have capabilities to teach the etiquette of eating. The judgment implies to criticize the passiveness of the parents toward their children's manner. The phrase 'never taught' marked that parents have capabilities, but, they do not do it.

The positive evaluation is given to nanny who does her job in feeding active kids. The phrases in sentence number 1 and 2 of positive judgment indirect show the attitude of the writer toward the nannies that can handle a kid who behave inappropriately. The writer employs some metaphoric phrase such as 'the honorable task' and 'our nation heroes' to show positive judgement toward the profession. It is an indirect positive judgment toward a nanny that often handles a hyperactive kid.

Indirect Positive Judgement

- 1) so **the honorable task** is delegated to **our nation heroines: The nannies**.
- 2) **So**, the next time you see a nanny (in a white, pink or blue uniform) running around with a plate full of rice (or instant noodle), trying to chase a kid, **please give them a way and let them have fun**.

Direct Negative Judgement

- 1) They **often feel** that Indonesians are just **impolite**, able to afford **expensive** meal but **lack of manner** and all other **harsh judgments**.

Indirect Negative Judgement

- 1) **However**, parents never taught their kids to do it.
- 2) **Instead**, they let kids exercising and eating at the same time.
- 3) **Despite** the invention of baby chair by Leon Kinley Johnson in 1883, we find it better to eat while running around the room, the park, the road or a wedding hall.
- 4) Apart from running, **most** kids in Indonesia are taught to not eat by themselves.
- 5) **Being fed is so nice**, and that is why many kids **enjoy** it until their adulthood.
- 6) Not only food, ~~kids~~ adults are also being fed with apartment, house, cars, allowance for the monthly bills, wedding party, and **the worse of all**: a job!
- 7) The parents are working (and sometimes committed corruption), so that the family could have a better and easier life, aren't they?
- 8) **Ironically**, some parents taught their kids that it is taboo to eat while standing.
- 9) To see the implementation of this theory, try to go to Indonesian wedding, which **most of the time paid and organized** by the parents.
- 10) We **love** it so much that we do it **all the time**, especially during working hour.
- 11) **Never mind the silence that needed by your colleagues to write a report, just keep chewing and working** (or pretending that you are working, while you are actually chatting).
- 12) Another interesting thing about Indonesians is that many of us remember the lesson taught from our tender age: to burp after meal.

- 13) These babies who has the *elephant's memory*, bring the lesson to their adulthood and do it anywhere they want!
- 14) *So if you happen to sit in the warung (or even restaurant) and hear someone burping very loud, just excuse them.*

4.2.5.4 Graduation

Force

- 1) sitting is *the proper* way to eat.
- 2) *most* kids in Indonesia are taught to not eat by themselves.
- 3) we do it *all the time*, especially during working hour.
- 4) Having a box of snack during meeting is also *a common practice* here, again.
- 5) Finally, foreigners are *often surprised* by our table manner, custom and etiquette.
- 6) They *often feel* that Indonesians are just *impolite*

The aspect of graduation that is found is only of the force kind. The grading uses intensification and quantification. Intensifications are found in sentence 1 and 4 which are 'proper' that is used to emphasize on sitting as manner of eating and 'common practice' that is used to describe the practice of giving snack box when there is meeting. While quantification such as 'most', 'all the time', and 'often' are used to scale up the evaluation on Indonesian eating habit.

4.2.5.5 Engagement

In presenting evaluation of Indonesian eating habit, the writer mostly employs monoglossic statement. The information given is based on her own observation. Even though she uses attribution in some of sentences by employing the foreigner's opinion, they are realized by close statement and not by quoting. Furthermore, the writer does not open for other's point of view since there is no use of entertainment resource.

- 1) *However, parents never taught their kids* to do it.
- 2) *Instead, they let kids exercising and eating at the same time.*
- 3) *Despite* the invention of baby chair by Leon Kinley Johnson in 1883, we find it *better to eat while running around the room, the park, the road or a wedding hall.*
- 4) *So*, the next time you see a nanny (in a white, pink or blue uniform) running around with a plate full of rice (or instant noodle), trying to chase a kid, *please*

give them a way and let them have fun.

- 5) The parents are working (and sometimes committed corruption), so that the family could have a better and easier life, aren't they?
- 6) We also love to eat everything served during the wedding party.
- 7) I guess this is why Indonesian invented *nasi campur*; to allow us to mix food and taste as much as possible.
- 8) This hobby of tasting, leads us to share foie gras, or even steak at a very fancy restaurant.
- 9) Thus, any foreign chef in Indonesia shall never be offended by this action.
- 10) It's just the way we enjoy food and life.
- 11) Furthermore, any chef in Indonesia should not be offended when Indonesians put sauce on their plate.
- 12) What these people should remember is that we, Indonesians enjoy food in different way, it doesn't mean that we do it better, but that doesn't mean that we do it worse.
- 13) We just eat different things in different way and we are happy with it.
- 14) If there is only one thing that you should complain is when someone who's sitting next to you eat like a cow, oops.... I mean do not eat with closed mouth.

- 1) Indonesians find it taboo to eat while walking, for us, sitting is the proper way to eat.
- 2) Italian might find it sinful to put *sambal* ketchup in carbonara spaghetti, but for us them (I do not like spicy food), it just makes the food tastier.
- 3) If many find a joy in juicy steak, Indonesians find a joy in a spicy steak.
- 4) Your institution or company will be considered miser if there's no snack served.
- 5) Finally, foreigners are often surprised by our table manner, custom and etiquette.
- 6) They often feel that Indonesians are just impolite, able to afford expensive meal but lack of manner and all other harsh judgments.
- 7) They also find us weird for eating pre-cooked and re-heated meals for breakfast, lunch and dinner.

4.2.6 "Birthday Party à la Indonesians"

4.2.6.1 Affect

Direct Positive Affect

- 1) I do appreciate birthday card more than the present.

The evaluation is realized through phrase 'do appreciate'. It belongs to affective mental of affect as process. The phrase indicates that the writer feel grateful if she receives birthday card.

Indirect Positive Affect

- 1) In many of it, foreigners **opt** to go Dutch.
- 2) **People gather, chat and laugh together over a nice cake.**

This aspect is realized through sentences that indirectly shows positive feeling.

They are all implied since they do not employ mental process. Sentence number 1 belongs to foreigners who prefer to celebrate birthday in Dutch custom. Sentence number 2 shows the positive feeling that people have toward simple celebration of birthday party.

Direct Negative Affect

- 1) A friend of mine was **so terrified** with this idea, she put a sling on her hand, pretended to have a broken arm.
- 2) They **feel bad** if they do not invite people for lunch or dinner.

The negative evaluation belongs to affective mental of process. It is realized by phrases 'so terrified' and 'feel bad'. Adjective 'terrified' is used to express the feeling of the writer's friend toward birthday surprise. Thus, it belongs to negative affect direct since it conveys insecurity. The phrase 'feel bad' indicates the unhappiness of people who have birthday if they do not celebrate the birthday by having lunch or dinner with friends.

Indirect Negative Affect

- 1) The **main problem** is that Indonesians have too many friends; I think it's because we categorized everyone as friend and do not segregate them into different level of friendship i.e acquaintance, travel buddy, colleagues or class mate.
- 2) **Another problem**, Indonesians do not know how to say NO to such request.
- 3) Call me **proud, call me miser, I do not care.**

From the sentences above, it can be seen that the writer expresses dissatisfaction.

It realized through phrases 'main problem', 'another problem', and also sentence

number 3 that shows the writer's disappointment toward common Indonesian birthday celebration.

4.2.6.2 Appreciation

Indirect Negative Appreciation

- 1) There is of course a celebration where everyone is invited and the cost borne by the birthday person, but it's quite rare.
- 2) The tradition is being kept for years to make the birthday person feels miserable-special.
- 3) Birthday person is still socially pushed to take their friends out for lunch or dinner.
- 4) Wallet and credit cards will of course scream in pain as many of these friends often order the expensive meal (and pretended to forget the present)

These sentences belong to valuation appreciation. It is an inscribed negative appreciation since the author does not assess the custom of birthday celebration implicitly through attitudinal lexis. However, they are realized by description that contains how the custom makes people feel. They do not show that the custom of birthday celebration obtains good opinion from the writer.

4.2.6.3 Judgement

Most of the evaluation in this article is negative. In evaluating person, the resource used is social esteem of tenacity. The positive evaluation is given to the writer's mom and aunt. While for negative evaluation is aimed toward some of Indonesian people who still follow the birthday celebration that make person miserable.

Direct Positive Judgement

- 1) A ritual that I do on the morning of my birthday is to call my mom and my aunt (who raised me) and thank both of them for showering me with her love.

Indirect Negative Judgement

- 1) In many cases, the birthday person ended up with neither present nor a birthday card.

- 2) **Amazingly**, Indonesians do not mind to feed these friends (or maybe they do mind, but they couldn't say that), even if the price to pleased these friends will make them live on budget for the next few months.

Direct Negative Judgement

- 1) Upon wishing happy birthday, a friend (or acquaintance) will **unashamedly** ask the venue for lunch or dinner.

4.2.6.4 Engagement

The source of evaluation comes from the writer herself. The evaluation is obtained from her own observation. It can be seen by the following sentences that all of them do not involve other voices or open for different point of view. The writer gives information to the article reader according to her own experience. Thus, the evaluation in this article is monoglossic.

- 1) In many of it, foreigners opt to go Dutch.
- 2) Indonesian students have a tradition to throw rotten eggs, flour and pour water to the birthday person.
- 3) As I grew up, birthday celebration changes, not much, but at least birthday no longer involved rotten eggs.
- 4) Place where I work celebrate birthday differently.
- 5) What about me? I am very selective in inviting friends for my birthday.

The evaluation that is obtained from the analysis shows negative attitude toward typical birthday celebration in Indonesia. The source of evaluation that only comes from the blogger shows the subjectivity of the information provided.

CHAPTER 5

CONCLUSION

The findings showed that not all of the appraisal resources are employed in the articles. The strategy of evaluating is different between each article. Affective as process is used in all of the evaluation regarding the feeling of participants. Appreciation of value is used in all of the evaluation regarding non-human entities. Social esteem of capacity, social esteem of tenacity, social sanction of veracity and propriety are used when evaluating participant's behavior, however, one article does not employed this resources. Quantification and intensifier is frequently used when grading the attitude. Proclamation and attribution are resource that frequently found in the article that has heteroglossic engagement.

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