

# Emotional Languages by the President Candidates in Indonesian Online News Texts: Appraisal Analysis in the Protagonism Perspective

Benedictus Sudyana<sup>1</sup>, Emzir<sup>1</sup>, Sabarti Akhadiah<sup>2</sup>

<sup>1</sup>Language Education, Postgraduate Program, State University of Jakarta, Jakarta, Indonesia

<sup>2</sup>Language Education, Postgraduate Program, University of Muhammadiyah Prof. Dr. Hamka Jakarta Jakarta, Indonesia

Keywords: appraisal analysis, emotional language, protagonism, news text

Abstract: This research aims to investigate the emotional languages uttered by the Indonesian presidential candidates in the online news texts. This study discusses types of languages used by the two presidential candidates, describes language using the positive emotion for their groups, and describes the use of negative emotion of language towards opponent groups. The method used was a content analysis. Data consisted of words, phrases, clauses integrated in sentences from each candidate in their direct quotations. Data sources are in the form of online news texts taken from *Kompas*, *Media Indonesia*, *Republika*, *Sinar Harapan*, and *Suara Pembaruan* that were published from February-March 2019. Data was collected by coding to sort out what was relevant directly to the research focus. Data analysis was performed using the appraisal theory with the protagonist's perspective in Lazarus and Martin view. The results of the study showed that the type of language used was positive and negative speech categories that were intended for feelings, behaviours, and goods; the use of emotional language for the their self group was widely used positive orientation languages such as happiness, security, satisfaction, and inclination; the language used toward opponent group tend to use negative orientation languages, such as unhappiness, insecurity, and disinclination.

## 1 INTRODUCTION

The idea of analyzing political discourse has been carried out with a variety of disciplinary approaches and perspectives. The focus of the researchers' uses a linguistic perspective with a language approach as a social semiotic from the aspect of appraisal analysis related to the issue of emotional language in political discourse. Politics is understood as a struggle to gain and maintain power (Al-Faki, 2014; Dunmire, 2012).

In general, language has a close relationship with the subject to the speaker's awareness so that it is natural for the language to be subjective (Sudaryanto, 1990; Setyonegoro, 2012; Castillo, 2015). As a result of this subjective language, speakers can randomly choose language symbols and language codes, but still pay attention to aspects of the convention as the basic characteristics of the language in general. On the other hand, the

subjectivity of language that speakers choose relates to their interests as a community, as well as emotions when they respond to the context that emerges. Therefore, it can be said that language and emotion cannot be separated, especially in the political constellation, to gain sympathy from the masses.

The language that contains emotions is commonly used in political campaign activities such as presidential elections. The language chosen by based emotions is not only carried out by presidential candidates, but also by the ranks of supporters. Supporting groups of interest groups will use the language of positive emotions and also reduce negative things for the group, on the contrary, they will use the choice of language to express negative things to the opposing group, and also reduce the positive things that exist in the opposing group (van Dijk, 2000).

Research on the language of emotions concerning presidential elections in particular and

general elections has often been carried out by previous researchers. Regarding anxiety, enthusiasm and direction of voice to uncover emotional considerations during presidential campaigns in the United States (Marcus & Mackuen, 1993). There is analysis of twitter sentiment for president election in 2016 between Trumps and Hillary (Tiwari & Kapoor, 2017); emotional analysis in American elections between Democrats and Republicans (Ridout & Searles, 2011); emotions in politics (Marcus, 2000); eve of the election from the aspect of the role of emotions in political participation (Valentino, Brader, Groenendyk, Gregorowicz, Hutchings, 2011); the influence of candidate's partiality and emotionality on voter preferences (Stroud, Glaser, Salovey, 2005); understanding emotional choice (Bruter, Michael and Harrison, Sarah, 2017).

The novelty of this study compared to the previous studies is on the use of emotional language that is directly quoted by journalists from speakers as presidential candidates in the 2019 Election. While previous studies raised the twitter sentiment of the president candidates during campaign between Trumps and Hillary (Tiwari & Kapoor, 2017); emotion in politics has been active, as it relates to the personality (Marcus, 2000). The emotion of language towards activities, people, and goods intended for their groups and the opposing group is seen using the appraisal analysis approach (Martin & White, 2005) and Martin's protagonism perspective (1989).

The purpose of this study is to investigate the emotional language spoken by the presidential candidates in Indonesia in online news texts. This study discusses the types of emotional language used by the two presidential candidates, describes the use of the language of positive emotions intended for their groups and describes the language of negative emotions for the opposing groups.

## 2 LITERATURE REVIEW

The term emotion is used in some literature to refer to affect (Brownlow, Beach, Silver, 2017), feelings or emotions (Suprpti, Iswardani, Sadli, 1992; Widhiarso & Hadiyono, 2010; Gumulya & Nastasia, 2015; Pippin, Odasco, De Jesus, Tolentino, Bringula, 2015; Suparno, 2017), sentiment (Tiwari & Kapoor, 2017), and feeling related to the heart (Marisa, 2013). Emotion is a product of cognitive processes (Lazarus, 1982). Emotional responses originate from evaluative perceptions of an event,

which can occur in animals at a lower level and in humans at a more complex level (Lazarus, 1982). Directly, hearing the word emotion generally refers to the words *angry*, *happy*, and *sad* (Majid, 2012). It turns out that in reality, emotional language is far more complex (Suprpti, Iswardani, Sadli (1992) This research was identified emotional words in Indonesian to 310-word entries grouped into 28 groups .

At the animal level, emotional responses cannot be separated from language (vocalization) and behaviour, whereas at the human level, between behaviour and language (vocalization) can be separated. It means humans' emotional responses are complex and we are able to control behavioural emotional responses, language emotions, behavioural and language emotions at the same time, or others, such as silence without language and without behaviour, other behaviours based on cognitive and cultural considerations (Zhu, 2016). Furthermore, emotion refers to a person's affective state that is brief, intense, with calm or chaotic behavior, with a clear orientation to objects, for people, or certain situations, through information processing at a conscious and or unconscious level (Andries, 2011). Emotional aspects can be detected through the following factors: intensity, hedonic tone, duration, direction, expressiveness, motivational value, and cognitive (Andries, 2011).

In this study, emotion is directed at the phenomenon of language and more specifically in the language of politics. Political language or political discourse includes six domains, namely cognition, actors, relations, ideology, groups, and discourse itself (van Dijk, 1998; Sajjad, Malghnai, & Khosa, 2018). Meanwhile, emotions lead to two orientations, namely positive and negative. It is said that emotions are positively oriented when facilitating the development of harmony actions and relations for all actions towards the same goal; integration; facilitating and building social connections and relationships (Frederikson, 1998; 2001; Kjell and Thompson, 2013), such as joy, interest, satisfaction, and love. Conversely, the negative orientation is characterized by situations that threaten the survival of life (Frederickson, 2003), meanwhile other opinion statet that class signals danger or loss, promote caution, and mobilize the energy needed to escape or fend off serious threats to him (Shiota, Neufeld, Danvers, Osborne, Oliver, and Yee, 2014).

Emotional languages related to psychological events are basically divided into six categories, namely (a) fear, (b) sadness, (c) disgust, (d) surprise,

(e) anger, and (f) joy (Aman & Szpakowicz, 2007; Bhowmick, Basu and Mitra, 2010; Li, Wang, Lu, Long, 2016; Gaind, Roorkee, Syal, 2018). While Martin and White (2005) in appraisal theory divide emotional assessment in aspects of attitude, which includes affect, judgment, and appreciation. Emotions in the appraisal are commonly known as sentiments (Khoo, Nourbakhsh, & Na, 2012; Svetlana, Zhu, Mohammad, 2014). Of the two general models of emotional classification, the first emotional categorization is more appropriate for general emotional assessment as well as the study of emotions for expressions of gratitude, improvement in relationships, humility, feeling of debt of mind, guilt, the feeling of discomfort (Armenta, Fritz, Lyubomirsky, 2017). These emotional studies are outside the discussion of the language in the field of political communication. For this reason, the other emotional categorization is used, namely emotions based on appraisal systems, which are more suitable for analyzing emotions in the needs of social communication, especially power relations with language instruments.

The position of affect, judgement, and appreciation in appraisal theory is described as follows:

Table 1: Overview of Appraisal Theory (Martin & White, 2005)

	<i>Attitude</i>	<i>Affect;</i> <i>Judgement;</i> <i>Appreciation</i>
<i>Appraisal</i>	<i>Graduation</i>	<i>Force;</i> <i>Focus</i>
	<i>Engagement</i>	<i>Monogloss;</i> <i>Heterogloss</i>

Appraisal refers to the system of choice using language that contains an assessment of something discussion. Attitude is related to negative and positive thinking about feelings, people, and goods. Affect is the part of the *attitude* that explains the emotions/feelings of the speaker/writer about something that is expressed/discussed. *Judgment* is the part of the *attitude* that assesses a person's behavior by considering social norms. The *appreciation* is the part of *attitude* that assesses the object of goods or products by considering the principles of beauty and other social value systems (Martin & White, 2005).

Speaking the language of emotions in social communication is not limited to the level of words. At a higher level in the form of speech they often appears. The language of emotion can be in the form of direct oral text in the form of (a) sound, (b)

prosody, (c) special phonetics, (d) words (interjection, ideophone or mimesis namely sound words), (e) metaphor (Majid, 2012). Fraser (1990) points out that expressive words indicate an emotional charge. They are: (a) receiving new information (*Ah! Oh! Aha! I see.*), (b) desire to be noticed (*Ahem! Psst! Hey!*), (c) pleasure (*Hurray! Wow! Ooh! Really?*), (d) inconvenience (*Damn it! Damn! Phooey! Pooh! Ugh! Yuk! Ow / Ouch! Boo!*), (e) making an appointment (*Uh-yes. Yes! Yes! Yes! Yes! No problem!*), (g) the desire for clarification (*Huh? Huh? What?*), (h) apologies (*Oops! [Also to express disappointment]*), (i) the desire for noise reduction (*Shhhh!*), (j) lightning assistance (*Wow!*) Besnier (1990) records more fully the categories of language that present emotions, namely connotations, languages for persuasion, pronouns, respectful forms of pronouns, lexical processes such as *synecdoche*, metaphors, ideophones, exclamations, expletives, interjections, curses, insults. Identification of the word emotion in the language is characterized by the presence of eight elements: (anger, fear, anticipation, trust, surprise, sadness, joy, and disgust); and two positive and negative polarity sentiments (Markov, Nastase, Strapparava, Sidorov, 2018).

In the speech of the language of power in the political field, there are two classifications based on two factors, namely the holder of the issue and the challenger of the issue (Martin, 1989). Participants who are in a position to hold the issue are called "right", while those in positions challenge the issue are called "left". The issue holders and challengers of the same issue are termed "antagonists", while those around them as supporters on their respective sides are called "protagonists" (Martin, 1989). By Martin (1989) such relations are introduced as models of dynamic ideology, visualized in the following table.

Table 2: Model of power relations or ideology (adapted from Martin, 1989)

<i>ISSUE/ PROFILE</i>	<i>hold</i>	<i>One-side (Right Antagonist)</i>
		<i>Two-side (Right Protagonist)</i>
	<i>challenge</i>	<i>Two-side (Left Protagonist)</i>
		<i>One-side (Left Antagonist)</i>

Emotions have a positive and negative orientation. The direction of emotion in communication related to the language of power has four patterns, namely (Pattern 1) emphasizing everything positive about "We" (the group itself),

(Pattern 2) emphasizing everything negative about "They" (groups of opponents), (Pattern 3) reduces everything negative about the "We" group, and (Pattern 4) reduces everything positive about the "They" group (van Dijk, 2000). Thus, the supporting direction can be read through choices where the speaker conveys his language emotions in his community group.

### 3 METHOD

This research uses a qualitative approach with content analysis for the written text objects. Specifically, the operational method is based on the framework of qualitative content analysis of Titscher's model, Meyer, Wodak, Vetter (2000) and Mayring (2014). Qualitative analysis does not examine the aspects of the text that are visible, other related dimensions such as hidden contexts to obtain the clarity of communication from the analyzed text are an important part of this analysis framework (Emzir, 2018).

The material used in this study is in the form of emotional words in the direct text of the sentence sentences expressed by the presidential candidates. The source of the quote was taken from online news texts about presidential candidates Jokowi and Prabowo during the 2019 election campaign from February-March 2019, in *Kompas, Media Indonesia, Republika, Sinar Harapan* and *Suara Pembaruan* media. The data are only taken in the excerpt sections that carry the emotional words and emotional expressions of the candidate. Jokowi's speech is in 12 news text with 40 direct quotes; while Prabowo's speech is in 11 news text with 35 direct quotes. News text data taken from the internet.

The data analysis framework is carried out by applying the basis of the procedure for qualitative data analysis of the models of Miles & Huberman (1994) and Mayring (2014) from the problem formulation phase and so on to the examination and interpretation of possible emergence. The analysis of linguistic substance is based on appraisal analysis (Martin & White, 2005) with Martin's dynamic-ideological model of protagonism perspective (1989), with a speech strategy model developed by van Dijk (2000). Through appraisal analysis emotions can be categorized related to *affect*, *judgment*, and *appreciation*. Through the dynamic-ideological model it is categorized as the category of Right Antagonists (RA) and Left Antagonists (LA) which have different speech orientations, and

patterns of speech strategies in political relations on a four-pattern basis, (a) emphasizing everything positive about " We "(P1), (b) emphasize everything negative about " They "(P2), (c) reduce everything negative about the group " We "(P3), and (d) reduce everything positive about the group "They" (P4).

## 4 RESULT AND DISCUSSION

The emotional language used by the two presidential candidates shows the various types of aspects of the emotional content in the language. There are categories of *affect*, *judgment*, and *appreciation*.

### 4.1 The Expression of The Emotional Reaction of Psychological Expressions is Intended for The Group Itself with An Adjective Class

Table 2: A list of adjective emotional words aimed at the group itself

N	Realization	Category	RA	LA
1.	belum puas ('not satisfy')	aff:dissatis/polar		v
2.	jelas ('clear')	aff:satis	v	
3.	layak ('feasible')	aff:satis	v	
4.	luar biasa ('extra ordinary')	aff:satis		v
5.	produktif ('productive')	aff:satis	v	
6.	solid ('solid')	aff:sec+	v	
7.	modern ('modern')	appr:value+	v	
8.	profesional ('professional')	judg:cap+	v	
9.	paling keras ('hardest')	judg:ten+		v

RA: Right Antagonist = Jokowi;

LA: Left Antagonist = Prabowo

Adjective class emotional language aimed at the self-group uses the principle of "declaring good for our group" so that it tends to be positive or positive. Emotional assessment refers to the feeling (*affect*), behavior or character of people (*judgment*), and on the assessment of goods (*appreciation*). The word emotion that refers to feelings explicitly appears in the word *belum puas* ('not satisfied'), which means that the speaker has an



effort to get satisfied; other emotional words that refer to feelings are implicit, such as *jelas* ('clear'), *layak* ('feasible'), *luar biasa* ('extraordinary'), *produktif* ('productive'), *solid* ('solid'). Adjective emotional words aimed at the character of people are in the *profesional* ('professional') and *paling keras* ('hardest') words. In the context of use, although both are for people's behavior, speakers have different characteristics:

(1) "In the future, in terms of security and defense, we need modern and **professional ones**. The TNI-Polri must build a new vision. I want to get a lot of input about it," ( K.D9ia ) (Jokowi)

(2) " I think our female legislative candidates are most of all parties. Based the Law a minimum female candidates of 30 percent. We are close to 40. We admit this is a struggle. We are not satisfied but we open opportunities to move. Now the **hardest** our supporters are females. " (K.I31ia) (Prabowo)

The word '*professional*' refers to the assessment of capacity, while the emotion/emotive? word the '*hardest*' refers to the judgment of persistence or tenacity. The emotion word expressed in *modern* words is related to goods so that it is categorized as *appreciation* valuation

#### 4.2 The Expression of Emotional Reactions to Psychological Expressions is Intended for Groups of Opponents with An Adjective Class

Table 3: A list of adjective emotional words is aimed at groups of opponents

N	Realization	Category	RA	LA
1.	terbanyak ('the most')	aff:satis		v
2.	grusa-grusu (not careful)	aff:dissatis	V	
3.	babak belur ('battered')	aff:dissatis	V	
4.	bocor ('leaky out')	aff:dissatis	V	
5.	tidak adil ('unfair')	aff:dissatis		v
6.	wajar ('reasonable')	aff:satis	v	
7.	bangga ('proud')	aff:dissatis*		v
8.	gede-gede ('big')	aff:dissatis*	V	
9.	sangat luas ('very wide')	aff:dissatis*	V	
10.	inkonsistensi ('inconsistency')	judg: norm-	V	

11.	sangat bagus ('very good')	judg:norm+	V	
-----	----------------------------	------------	---	--

RA: *Right Antagonist* = Jokowi

LA: *Left Antagonist* = Prabowo

Adjective class emotional language aimed at opposing groups using the "state negative for their" strategy uses the word negative emotion. The use of positive words in a case in a bag is marked with an artesian sign, rather than a satirical word. The word satirical emotion will be seen when realized is integrated in the context of use. Example:

(3) "*Jadi kalau Bapak **bangga** dengan bagi-bagi 12 juta, 20 juta (sertifikat), pada saatnya tidak ada lagi lahan untuk dibagi. Bagaimana nanti masa depan anak cucu kita,*" (K.I5 lia) (oleh Prabowo) 'So if you are **proud** of distributing 12 million, 20 million (land certificates), in the future there will be no more land to share. How will the future of our children and grandchildren be," ( K.I51ia ) (by Prabowo)'

(4) "*Kita tidak berikan kepada yang **gede-gede**. Saya tahu Pak Prabowo memiliki lahan yang sangat luas di Kalimantan Timur sebesar 220.000 hektar juga di Aceh Tengah 120.000 hektar,*" (K.I56ia) (oleh Jokowi)

"We don't give it to the **big** ones. I know Mr. Prabowo has a vast land in East Kalimantan of 220,000 hectares also in Central Aceh 120,000 hectares," ( K.I56ia ) (by Jokowi)

(5) "*Saya tahu Pak Prabowo memiliki lahan yang **sangat luas** di Kalimantan Timur sebesar 220 ribu hektare. Juga di Aceh Tengah 120 ribu hektare,*" (SH.D13ia) (Oleh Jokowi)

"I know Pak Prabowo has a **very large area** of land in East Kalimantan of 220 thousand hectares. Also in Central Aceh 120 thousand hectares," ( ) (By Jokowi)'

When released from the context, at first glance the emotion above is very encouraging, meaning satisfying. However, in the social context and the context of the sentence, both of them insinuated and made the person concerned become embarrassed and lose face. Audiences need to understand this context by utilizing the socio-political background of each candidate, so that the three emotional words can still be categorized as affect dissasticfaction. Other words of emotional affect, *bocor* ('leaky out'), *tidak adil*, ('unfair'), *wajar* ('naturally') expressed to be addressed to other parties. The word emotion is *terbanyak* ('mostly') intended for oneself, but statements need to be expressed to the general public and political parties, that said emotion is something ideal. The word emotion that is intended for the needs of people is at the same time expressed as *judgment*, i.e. *consistency* and *very good*. This

emotional language of judgment is related to the moral judgment of one's good or bad (Ekawati, 2015; Geipel, Hadjichristidis, and Surian, 2016).

The following is presented in the context of use.

- (6) "Saya melihat, dalam struktur pengurusan partai yang Bapak pimpin, seperti ketua umum, dewan pembina, sekjen, bendahara, semuanya laki-laki. Bagaimana Bapak menjawab **inkonsistensi** ini?" (K.I24ia) (oleh Jokowi)

"I see, in the management structure of the party that you lead, such as the general chairman, the supervisory board, the secretary general, the treasurer, all men. How do you answer these **inconsistencies** ?" ( K.I24ia ) (by Jokowi)

- (7) "Beliau (Prabowo) **sangat bagus**," (R.L 9ia) (oleh Jokowi)

"He (Prabowo) is **very good**," ( RL 9ia ) (by Jokowi)

The word emotion *inconsistency* is clearly aimed at the character of the opponent, while the word is *very good* aimed at achieving one's behavior here is also aimed at opponents, giving praise. In linguistic theory the realization of honest or otherwise here is difficult. Whether satirical or true is difficult to understand. However, as a speaker, the word emotion is *very good*, it can be truly spontaneous, but it can also be engineered to get sympathy from the audience.

### 4.3 The expression of emotional reactions is psychological expression with adverbial classes and modalities

Table 4: lists of emotional and capital class emotional words aimed at groups themselves and opponents

Class	Realization	Category	RA	LA	Strategy
Adv	betul-betul ('really')	aff: satis	V		P1
Adv	rela ('willing')	judg:propriety+		v	P2
Adv	sungguh ('really')	aff:inclination		v	P1
Mod	kemungkinan ('possibility')	aff:inclination		v	P2
Mod	mentang-mentang ('mentang-mentang')	aff:dissatis	v		P2
Mod.	seharusnya ('should')	aff:inclination		v	P2
Mod	harus ('must')	aff:inclination	v		P1

RA: *Right Antagonist* = Jokowi

LA: *Left Antagonist* = Prabowo

P1: emphasizing everything positive about "our"

P2: emphasizing everything negative about "their" (groups of opponents)

The adverbial word refers to verbs or adjectives. This choice of words is very dependent on the class of other words explained. This category of words is usually unrealistic, meaning that it is not real, still in the expectations or authenticity of speakers. This type of emotive word is needed in order to give emphasis and sharpness. Rittman and Wacholder (2008) claimed that the adverbial and adjective classes are indicators of emotional language.

### 4.4 The expression of emotional reactions to psychological expressions with nominal class and nominalization

Table 5: list of emotional words for the noun class and nomination for the group itself and the opponent

Class	Realization	Category	RA	LA	Strategy
N	terima kasih ('thank you')	aff: happ	v		P1
Nom	kebocoran ('leakage')	aff:insec		v	P2
Nom	stabilitas ('stability')	aff:sec+	v		P1
N	operasi plastik ('plastic surgery')	appre: val	v		P2
N	antek asing ('foreign stooge')	judg:prop-	v		P2
N	fitnah ('slander')	judg:prop-	v		P2
Nom	pelanggaran ('violation')	judg:prop-		v	P2
Nom	nasionalis ('nationalist')	judg:prop+		v	P1
N	Patriot ('patriot')	judg:ten+		v	P1
Nom	perjuangan ('struggle')	judg:ten+		v	P1
Nom	keberanian ('courage')	judg:ten+	v		P1
Nom	kelebihan ('strength')	judg:ten+		v	P1
Nom	ketegasan (firmness')	judg:ten+	v		P1

RA: Right Antagonist = Jokowi

LA: Left Antagonist = Prabowo

P1: emphasizing everything positive about "our"

P2: emphasizing everything negative about "their" (groups of opponents)

The use of nouns as emotional words can be in the form of an original noun, it can be the nominalization of the class of other words be changed to a nominal formation. In the above list, there are words of *kebocoran* ('leakage'), *stabilitas* ('stability'), *pelanggaran* ('violation'), *nasionalis* ('nationalist'), *perjuangan* ('struggle'), *keberanian* ('courage'), *kelebihan* ('strength'), *ketegasan* (firmness'), all in the form of nominal originating from different classes of words. The choice of nominalization gives the effect of the object to be more abstract, more into the level of ideas of mind, and not on real objects (Bello, 2016), compared to the original nouns such as *terima kasih* ('thank you'), *operasi plastik* ('plastic surgery'), *antek asing* ('foreign minions'), *fitnah* ('slander'), *patriot* ('patriots'). As a language option, the noun words inclined to the self group are much better when compared to those intended for groups of opponents. P2 category is aimed at the opposing group with the choice of words of emotion *kebocoran* ('leakage'), *operasi plastik* ('plastic surgery'), *fitnah* ('slander'), *pelanggaran* ('violation'), *antek asing* ('foreign stooge'). These words show positive things directed at the group as ours, while negative things are aimed at the opposing group "them" (Wirth-Koliba, 2016).

#### 4.5 The Expression of Emotional Reactions to Psychological Expressions with Verbal Classes

Table 6: list of verbal class emotional words aimed at the group itself and the opponent

Realization	Category	RA	LA	Strategy
bertekad ('determined')	aff: inclin		v	P1
diam, (shut up')	aff:dissatis	v		P1
membangun ('build')	aff:happ+	v		P1
butuh ('need')	aff:inclin +	v		P1
ingin ('want')	aff:inclin +	v	v	P1
silahkan ('please')	aff:inclin +	v		P1
dianiaya	aff:insecurity	v		P1

('persecuted')				
termakan ('inedible')	aff:insecurity	v		P1
abdikan ('serve')	aff:satis		v	P1
habiskan ('spend it')	aff:satis		v	P2
ngomong ('say')	aff:satis	v		P1
membiarkan ('letting')	judg:prop(-)		v	P2
menuduh ('accusing'),	judg:prop(-)	v		P2
merugikan ('harming')	judg:prop(-)		v	P2
Memarahi ('scolding')	judg:prop (+)*		v	P1
Menggembleng ('galvanizing')	judg:prop (+)*		V	P1
Menghargai ('appreciating')	judg:prop (+)		V	P2

RA: Right Antagonist = Jokowi

LA: Left Antagonist = Prabowo

P1: emphasizing everything positive about "our"

P2: emphasizing everything negative about "their" (groups of opponents)

The word verbal emotion mostly goes to emotions in the aspects of feeling and behavior processes, so that many enter into affect and judgment. The interesting thing is the form of the word emotion that is marked with astesian, which lexically shows negative, but when it is linked to the context, it is very positive.

(8) "Merekalah yang dulu **menggembleng** saya, mereka yang pernah mendidik saya yang **memarahi** saya sehingga saya dapat berdiri di sini. Saya bukan siapa-siapa tanpa mereka," SP.H6ia (Prabowo)

"They are the ones who used to **galvanize** me, those who have educated me who **scolded** me so that I can stand here. I am nobody without them," SP.H6ia (Prabowo)

Verbal choice also allows an alternative form of active or passive. The use of passive bent on violence cases will have an effect on the presence of empathy for the victims, such as *dianiaya* ('being persecuted'), *termakan* ('ingested') (Bohner, 2001; Zhanghong & Qian, 2018). The type of word that refers to social behavior are grouped in judgment, and they can be positive or negative, as in the following words: *membiarkan*, ('letting'), *menuduh* ('accusing'), *merugikan* ('harming'), *memarahi* ('scolding'), *menggembleng* ('galvanizing'), *menghargai* ('appreciating').

#### 4.6 The expression of emotional reactions to psychological expressions with personal pronouns

Table 7: the list of emotional reaction of the pronimina persona class is aimed at the group itself and the opponent

Realiza-tion	Category	RA	LA	Strate-gy
kalian ('You')	judg: propriety(-)		v	P2
Bapak ('father')	judg: propriety(+)		v	P2
beliau ('he')	judg: propriety(+)	v		P2
kami ('we')	judg: propriety(+)		v	P1
kita ('we')	judg: propriety(+)	v	v	P1
saya ('I')	judg: propriety(-)	v	v	P1
saya ('I')	judg: propriety(-)		v	P1

RA: Right Antagonist = Jokowi

LA: Left Antagonist = Prabowo

P1: emphasizing everything positive about "our"

P2: emphasizing everything negative about "their" (groups of opponents)

The use of persona pronouns in the context of communication is not accidental. It is designed for the purpose of communication when it is done by a conscious speaker, but when it is done by speakers who unconsciously it can disturb the emotions of the audience. Personal pronoun is deictic, meaning the word that has a reference changes according to the situation and context (Matras, 1998). The use of honorific words in the form of respect, *bapak* ('father'), *beliau* ('he') gave the effect of rewarding the interlocutor as by Prabowo (*Bapak*, 'father'), and Jokowi (*beliau*, 'he').

The two deixis words are social deixis which show respect for one another, given the honorific of deixis (Adane, 2014; Wahyudi, 2014; Kusumaningrum, 2016.). However, the choice of *kalian* of persona by Prabowo intended audience to his audiens not provide a place of respect, could actually replaced with *Saudara* ('Brother/Sister'). The Personal pronoun *kalian* ('You') show that greeting by teachers to students for classroom elementary, junior high, senior high, grade level students while less suitable, especially for a public audience. The word choices of persona pronimina of *kalian* ('You') indicate exclusivity, the invited people said not involved, while the word *kita* ('we') shows solidarity, empathy. The choice of

pronouns of words *kita* ('we') is inclusive (Dehcheshmeh, 2013), and it applies to all those we talk to, the other person, even potentially to anyone who becomes the listener. The pronoun *saya* ('I') is more super exclusive (Adetunji, 2006), so it is very individualistic, can cause arrogant and stubborn effects because it shows a high subjectivity. Therefore, the use of person tends to be categorized to behavior and character so that includes judgment.

Based on the framework of Lazarus & Folkman (1984) and Martin & White (2005) 's view of emotional language, it can be stated that the speech of a presidential candidate in online news texts in the 2019 campaign period in Indonesia includes emotions: (a) angry, (b) astonishment, (c) love, (d) hate/ disappointment, (e) fear/insecurity, (f) violation/injustice; (g) sadness and joy, (h) boring and entertaining. The existence of negative and positive emotions is in accordance with the findings of Khoo, Nourbakhsh, and Na (2012). But in this study there are new findings on the use of language for opposing parties namely the existence of respect by using the honorific deixis

Limitations of the study are stated as follows. This paper has tried to analyze the use of Jokowi and Prabowo's emotional words more fully, but there are some limitations such as (i) the findings of emotional language will be more reliable when the study covers all the broader forms of speech in all linguistic levels, (ii) the research findings will be generalized if the corpus of data sources contains the text of political discourse by different candidates.

## 5 CONCLUSIONS

The results of this study can be summarized as follows. The language of emotion expressed by both presidential candidates includes the entire psychological emotions to gembiraan, hope/desire, satisfaction, security with positive and negative side. Emotions penetrate the domain in full, namely in the assessment and disclosure of feelings, people's behavior, and valuation of goods. However, feelings become dominant, followed by disclosures on people's behavior, and which rarely appear in the position of appreciation of goods.

Emotional expressions indicate types that vary from the use of word class devices as linguistic sources of verbs, nouns, adjectives, adverbials, modalities, and choice of pronouns. Balanced type orientation is in the form of negative and positive expressions.



Associated with the use of the expressions of emotion for self-groups is done with a choice of positive emotional words, both in the realm of feeling, assessment of behavior, and appreciation of goods. This is in accordance with the context of the social situation in order to get audience appreciation and attractiveness to suit the candidate's campaign goals, which is to get a lot of votes for the group.

Associated with the use of emotional expressions intended for opposing groups can express by the types of expressions of negative emotions. This is done for the purpose of social communication so that the opponent gets a negative image in front of the audience so that the opposing group is not threatened as an enemy. It was also found, positive expressions for opponents who in context could be presented as designs with the intention of gaining sympathy.

## ACKNOWLEDGEMENTS

This scientific work is part of a dissertation entitled *Protagonism in the News Text: Appraisal and Ideology Analysis*. The author thanks the promoter Mr. Prof. Dr. Emzir, M.Pd., and Co-promoter Prof. Dr. Sabarti Akhadiah, M.Pd. and The Postgraduate Language Education Study Program Coordinator at Jakarta State University.

## REFERENCES

- Adane, D., 2014. Social deixis in Hadiyya. *International Journal of Language and Linguistics*, 2(5): pp.:301-304 doi: 10.11648/j.ijll.20140205.12.
- Adetunji, A., 2006. Inclusion and Exclusion in Political Discourse: Deixis in Olusegun Obasanjo's Speeches. *Journal of Language and Linguistics*, Vol 5:2, pp.: 177-190. ISSN 1475 – 8989
- Al-Faki, I. M., 2014. Political Speeches of Some African Leaders from Linguistic Perspective (1981-2013). *International Journal of Humanities and Social Science*, Vol. 4 No. 3; pp.: 180-198.
- Aman, S. and Szpakowicz, S., 2007. Identifying Expressions of Emotion in Text. V. Matoušek and P. Mautner (Eds.): *TSD 2007, LNAI 4629*, pp. 196–205.
- Andrieş, A. M., 2011. Positive and Negative Emotions within the Organizational Context . *Global Journal of Human Social Science*, Vol 11:9.
- Armenta, S. N., Fritz, M. M., Lyubomirsky, S. J., 2017. Functions of Positive Emotions: Gratitude as a Motivator of Self-Improvement and Positive Change. *Emotion Review* Vol. 9 No. 3: 183 –190 © The Author(s) 2017 ISSN 1754-0739 DOI: 10.1177/1754073916669596.
- Bello, I., 2016. Cognitive implications of nominalizations in the advancement of scientific discourse. *International Journal of English Studies (IJES)* vol. 16 (2), 1–23 Print ISSN: 1578-7044; Online ISSN: 1989-613.
- Besnier, N., 1990. Language and Affect. *Annu. Rev. Anthropol.* 19:419-51.
- Bhowmick, P.K, Basu, A. and Mitra, P., 2010. Classifying Emotion in News Sentences: When Machine Classification Meets Human Classification *International Journal on Computer Science and Engineering* Vol.2(1), pp.:98-108.
- Bohner, G. 2001. Writing about rape: Use of the passive voice and other distancing text features as an expression of perceived responsibility of the victim. *British Journal of Social Psychology*, 40, pp.: 515–529.
- Brownlow S, Beach J. C, Silver N. C., 2017. How social status influences “affect language” in Tweets. *Psychol Cogn Sci Open J.* 3(4): pp. 100-104. doi: 10.17140/PCSOJ-3-13.
- Bruter, Michael and Harrison, Sarah, 2017. Understanding the emotional act of voting. *Nature Human Behaviour*, 1 (0024). pp. 1-3. ISSN 2397-3374.
- Castillo, J. S., 2015. Meaning, What is It. *International Journal of Language and Linguistics*,3(6-1): pp.: 67-76 (<http://www.sciencepublishinggroup.com/j/ijll>) doi: 10.11648/j.ijll.s.2015030601.19.
- Dehcheshmeh, S. M., 2013. Exclusive and Inclusive Uses of Persian First Person Plural: Science vs. Art. *International Journal of Linguistics*, Vol. 5:2, pp.: 135-146 ISSN 1948-5425 2013,
- Dunmire, P. L., 2012. Political Discourse Analysis: Exploring the Language of Politics and the Politics of Language. *Language and Linguistics Compass* 6/11, pp.: 735–751, 10.1002/lnc3.365.
- Ekawati, 2015. Language Appraisal on Attitudinal Systems for Exploring Ideology in Death Penalty in *Sydney Morning Herald* and *Herald Sun* Editorials. *Humaniora*, Vol. 17: 3, 362-372.
- Emzir, 2018. *Metodologi Penelitian Kualitatif: Analisis Data*. Cet. Ke-6. Jakarta, Rajawali Press.
- Fraser, B., 1990. Pragmatics Markers. *Pragmatics* 6:2.pp.167 -190. International Pragmatics Association.
- Fredrickson, B. L., 1998. What Good Are Positive Emotions? *Review of General Psychology*, 2(3), 300–319. <https://doi.org/10.1037/1089-2680.2.3.300>.
- Frederickson, B. L., 2001. The Role of Positive Emotions in Positive Psychology: *The Broaden-and-Build Theory of Positive Emotions*. *American Psychologist*, Vol. 56. No. 3, 218-226 DOI: 10.1037//0003-066X.56.3.218.
- Frederickson, B. L., 2003. The Value of Positive Emotions. *American Scientist*, Vol. 91. pp.: 330-335.
- Gaind, B., Roorkee, R., Syal, V., 2018. Emotion Detection and Analysis on Social Media. Published in the *Global Journal of Engineering Science and Researches* (ISSN 2348 - 8034, pp. 78-89 after getting accepted in the International Conference on Recent

- Trends In Computational Engineering and Technologies (ICRTCE'18), May 17-18, 2018.
- Geipel, J, Hadjichristidis, C and Surian, L. 2016. Foreign Language Affects the Contribution of Intentions and Outcomes to Moral Judgment. *Cognition*, 154. pp. 34-39. ISSN 0010-0277. <https://doi.org/10.1016/j.cognition.2016.05.010>
- Kumulya, D. & Nastasia, P.j., 2015. Kajian Teori Emotional Design. *Jurnal Desin*, Vol. 03, No. 1, pp. 1-20.
- Khoo, C.S.G., Nourbakhsh, A., & Na, J.C. (2012). Sentiment analysis of online news text: A case study of appraisal theory. *Online Information Review*, 36(6).
- Kjell and Thompson, 2013. Exploring the impact of positive and negative emotions on cooperative behaviour in a Prisoner's Dilemma Game. *PeerJ*:e231; DOI10.7717/peerj.231.
- Kusumaningrum, W. R. 2016. Deixis Analysis on Indonesian Shakespeare's Comics Strip of Julius Caesar. *Transformatika*, Vol. 12:2, pp.:73-82. ISSN 0854-8412.
- Lazarus, R.S. (1982). Thoughts on the Relations Between Emotion and Cognition. *American Psychologist*, Vol. 37, No. 9, pp.1019-1024. Copyright 1982 by the American Psychological Association, Inc.
- Lazarus, R.S. and Folkman, S., 1984. *Stress, Appraisal, and Coping*. New York, Springer Publishing Company.
- Li, M., Wang, D., Lu, Q., Long, Y. (2016). Event Based Emotion Classification for News Articles. *30th Pacific Asia Conference Language, Information and Computation (PACLIC 30)*, Seoul, Republic of Korea, October 28-30,2016.
- Majid, A., 2012. Current Emotion Research in the Language Sciences. *Emotion Review* Vol. 4, No. 4, pp.: 432-443 © The Author(s) 2012 ISSN 1754-0739 DOI: 10.1177/1754073912445827.
- Marcus, G. E. & Mackuen, M. B., 1993. Anxiety, Enthusiasm, and the Vote: the Emotional Underpinnings of Learning and Involvement during Presidential Campaigns. *American Political Science Review*, Vol. 87. No. 3., pp. 672-685.
- Marcus, G. E., 2000. Emotions in Politics. *Annu. Rev. Polit. Sci.* 2000. 3:221-50.
- Marisa, D., 2013. Klasifikasi Emosional dalam Ungkapan Bahasa Indonesia yang Menggunakan Kata Hati. *Bahtera Sastra: Antologi Bahasa dan Sastra Indonesia Linguistik*. No. 1, Ag 2013.
- Markov, I. Nastase, V., Strapparava, C., Sidorov, G., 2018. The Role of Emotions in Native Language Identification. In *Proceedings of the 9th Workshop on Computational Approaches to Subjectivity, Sentiment and Social Media Analysis*, pages 123-129 Brussels, Belgium, October 31, 2018.
- Martin, J. R., 1989. *Factual Writing: Exploring and Challenging Social Reality*. Oxford, Oxford University.
- Martin, J. R. & White, P. R. R., 2005. *The Language of Language: Appraisal in English*. London, Palgrave.
- Matras, Y., 1998. Deixis and deictic oppositions in discourse: Evidence from Romani. *Journal of Pragmatics* 29:393-428.
- Mayring, P., 2014. *Qualitative content analysis: theoretical foundation, basic procedures and software solution*. Klagenfurt, 2014. URN: <http://nbn-resolving.de/urn:nbn:de:0168-ss0ar-395173>.
- Miles, M. B. & Huberman, A. M., 1994. *Qualitative Data Analysis*. 2nd edition. London, Sage Publications.
- Pippin, Jr., M. M., Odasco, R. J. C., De Jesus, Jr., R.E., Tolentino, M.A., Bringula, R. P., 2015. Classifications of Emotion Expressed by Filipinos through Tweets. *Proceedings of the International MultiConference of Engineers and Computer Scientists 2015 Vol I, IMECS 2015, Hong Kong*.
- Ridout, T.N. & Searles, K., 2011. It's My Campaign I'll Cry if I Want to: How and When Campaigns Use Emotional Appeals. *Political Psychology*, Vol. 32, No. 3, doi: 10.1111/j.1467-9221.2010.00819.x.
- Rittman, R and Wacholder, N. 2008. Adjectives and Adverbs as Indicators of Affective Language for Automatic Genre Detection. 1-9, <https://www.researchgate.net/publication/237426894>.
- Sajjad, F., Malghnai, M. & Khosa, D., 2018. Language, Social Media and Political Identity (Re)presentation: A New Theoretical Framework for the Analysis of Social Media Political Discourse. *International Journal of English Linguistics*; Vol. 8, No. 2; pp.: 199-206.
- Setyonegoro, A., 2012. Bahasa, Pikiran, dan Realitas Merupakan Kesatuan Sistem yang Tidak Dapat Dipisahkan. *Pena*, Vol 2 (3), pp. 63-69.
- Shiota, M.N., Neufeld, S.L., Danvers, A.F., Osborne, E.A., Oliver S. and Yee. C. I., 2014. Positive Emotion Differentiation: A Functional Approach. *Social and Personality Psychology Compass* 8/3 (2014): 104-117, 10.1111/spc3.12092.
- Stroud, L.R., Glaser, J., Salovey, P., 2005. The Effects of Partisanship and Candidate Emotionality on Voter Preference. *Imagination, Cognition and Personality*, Vol. 25(1) 25-44, 2005-2006.
- Sudaryanto, 1990. *Menguak Fungsi Hakiki Bahasa*. Yogyakarta, Duta Wacana Universty Press.
- Suparno, D., 2017. Penggunaan Kata Emosi yang Menggambarkan Pengalaman Afeksi dalam Bakusedu. *Jurnal Adabiyah*. Vol. 17 No. 1, pp. 54-80.
- Suprati S.M., Iswardani A, T., Sadli, S., 1992). *Leksikon dan Taksonomi Emosi. Dalam Pertemuan Linguistik Lembaga Bahasa Atma Jaya (PELLBA): Kelima*. Bambang Kaswanti Purwo (Ed.). Yogyakarta, Penerbit Kanisius.
- Svetlana, S.K., Zhu, X., Mohammad, S. M., 2014. Sentiment Analysis of Short Informal Texts. *Journal of Artificial Intelligence Research*, Vol. 50. pp.723-762.
- Tischer, S., Meyer, M., Wodak, R., Vetter, E., 2000. *Methods of Text and Discourse Analysis*. London, Sage Publication Ltd.
- Tiwari, O.A. & Kapoor, B., 2017. Analyzing Twitter Sentiment for Presidential Elections 2016.

*International Journal of Engineering Research & Technology (IJERT)* ISSN: 2278-0181 Published by, www.ijert.org ICCCS - 2017 Conference Proceedings Vol. 5:10. pp. 1-2.

- Valentino, N. A., Brader, T., Groenendyk, E.W., Gregorowicz, K., Hutchings, V.L., 2011. Election Night's Alright for Fighting: The Role of Emotions in Political Participation. *The Journal of Politics*, Vol. 73, No. 1, Pp. 156-170 doi:10.1017/S0022381610000939.
- van Dijk, T.A., 2000. *Ideology and Discourse*. Catalonia: Open University.
- van Dijk, T. A., 1998. What is Political Discourse Analysis? Published online: 01 January 1998. <https://doi.org/10.1075/bjl.11.03dij>.
- Wahyudi, 2014. Pragmatics Study on Deixis in the Jakarta Post Editorial. *Jurnal Penelitian Humaniora*, Vol. 15:2, pp.: 111-120112.
- Widhiarso, W. & Hadiyono, J. E. P., 2010. Struktur Semantik Kata Emosi dalam Bahasa Indonesia. *Jurnal Psikologi*, Vol. 37, No. 2, pp.: 153 - 164.
- Wirth-Koliba, V., 2016. The Diverse and Dynamic World of 'Us' and 'Them' in Political Discourse. *Critical Approaches to Discourse Analysis across Disciplines*, <http://cadaad.net/ejournal> Vol 8 (1): 23 - 37.
- Zhanghong, X & Qian, W., 2018. Pragmatic Empathy as a Grand Strategy in Business Letter Writing. *English Language Teaching*; Vol. 11:8, pp.: 14-27. ISSN 1916-4742 E-ISSN 1916-4750
- Zhu, L., 2016. Language, Emotion and Metapragmatics: A Theory Based on Typological Evidence. *International Journal of Society, Culture & Language*, 4(2), pp.: 119-134. ISSN 2329-2210.

SCIENCE AND TECHNOLOGY PUBLICATIONS PRESS