ATTITUDINAL ANALYSIS OF IDEOLOGY INSIDE BARACK OBAMA'S INAUGURAL SPEECH

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Abstract

This study determines explores ideology inside president Barack Obama's inaugural speech. This paper used attitudinal analysis of Martin and White (2005). The data were obtained from the transcription of Barack Obama's inaugural speech as the data. The findings are thirty affect, thirty-o judgments and six appreciations. The analysis of data consists of positive and negative attitude of study reveal that three sub-systems of language appraisal namely are (a). Affect found 30 data (44,7%) consist of positive 18 data, negative 12 data, (b). Judgment found 33 data (47,2%) consist of positive 31 data, negative 2 data, (c). Appreciation found 6 data (9,1%) consist of positive 6 data, negative 0 data and also the researcher found that, President Barack Obama uses more Positive Judgmental category most frequently used by Obama and some of Barack Obama's statements which indicate he has views or ideologies such as 1) protectionism and 2) anti-racism. Ideological stance inside the speech of Obama is to maintain a close relationship with public and protection of America people in order to get people's sympathy.

Keywords: *Attitudinal analysis, Ideology, Inaugural Speech, President Obama*

INTRODUCTION

Political speech is very important for a president since it is one of the tools to transfer an ideology. According to Fairclough, (2003: 9) cited Wiratno (2018) Ideologies are representations of aspects of the worlds which can be shown to contribute to establishing and maintaining relations of power, domination and exploitation. Meanwhile, in system functional linguistics text is inseparable from language and language as a semantic system capable of exposing text. In this study the researchers use the appraisal system.

The appraisal system is the development of SFL theory in the area of interpersonal meaning. According to Martin & White (2005) as cited Pusparini, et al (2017: 194) defines appraisal as a system of interpersonal meaning that refers to the evaluation of attitudes contained in the text, how one expresses how strong his feelings are towards something and how values for something in the text are produced. According to Martin & White (2005) cited Pusparini, et al (2017: 194), appraisal is one of the three main sources of semantic discourse which describes interpersonal meanings besides involvement and negotiation. Attitude is related to feelings, including reactions to feelings towards someone or an event, an assessment of a person's behavior and an assessment of things. While engagement relates to the source of the judgment originating, and graduation is related to the hard or soft words of the assessment.

This paper examines ideology through an expression of the words of President Barrack Obama in his inauguration speech that will refer to the evaluation of attitude how strong his feelings for something or someone contained in the text of the speech. The researchers uses SFL as an analysis knife to find out interpersonal meanings.

The text of the inaugural speech of Barrack Obama is a very interesting text to be analyzed because the researchers want to know more about the study by using the appraisal system to find out the interpersonal meaning that refers to the evaluation of attitudes. Furthermore, the speech text of Barrack Obama as the main data that were examined using the Systemic Functional Linguistics theory which is then abbreviated (SFL). SFL theory or systemic approach is used as a frame of mind and interpretation in seeing language as a function of strategic exchange in the context of the situation.

Furthermore, in SFL theory, language has three language metafunction, namely: 1) ideational meaning, 2) interpersonal meaning and 3) textual meaning (Halliday, 1985/1989). Kusumaningrum (2014: 5) adds that this study refers to language, especially interpersonal meaning. Interpersonal meaning is the meaning that is built to show the existence of social relations between parties who carry out discourse practices that refer to the evaluation of attitude.   ttitude is a process in the appraisal system that explains that a text can show a person's character and attitude. Attitude is divided into three aspects, namely: 1) affect, 2) judgment and 3) appreciation (Martin&White,2005).

Critical Discourse Analysis (CDA)

According to Fowler (1986: 6) cited Santoso (2008), only critical analysis that realizes text as a mode of discourse and treats text as discourse will be able to do it. Critical linguistics directs language theory into full and dynamic functions in historical, social and rhetorical contexts. In relation to the meaning of lingual structure, something very fundamental in Fowler's view is the existence of the function of the relationship between textual construction with social, institutional, and ideological conditions in the processes of production and its receptions. Linguistic structures are used to systematize and transform reality. Therefore, historical dimensions, social structure, and ideology are the main sources of knowledge and hypotheses within the framework of linguistic criticism Fowler, (1986: 8) cited by Santoso (2008). CDA is the purpose of the study that is emancipatory in nature. CDA is essentially linguistic emancipation. CDA must be in favor of people or groups of people who are oppressed and marginalized, at least oppressed because of unfair use of language (discourse). As the name implies, CDA takes a critical perspective, starting from the foundation of critical philosophy to the detailed analyzes of Santoso (2019: 3).

To understand CDA, at starts by understanding of philosophy and critical social science Santoso (2019: 4). Furthermore, understanding CDA should begin from understanding Halliday's systemic functional-linguistics (SFL). Many linguistic devices that are utilized in CDA are from the SFL. The transitivity of the SFL model, for example, is always mentioned by Fairclough (1989/1995) in exploring or finding ideologies or perspectives chosen by the text producer. Language is duly understood as social semiotics. Santoso (2008) language is a social phenomenon. This perspective originally flourished in the linguistic tradition of the European-Continental school of thought. Therefore, understanding language must certainly place it in a social and cultural context. Language is always seen as an exchange of meaning in an interpersonal context. The formation of

"language as semiotic social" implies that we interpret language always in the sociocultural context where culture itself is interpreted in semiotic terminology as an "information system" Santoso (2019). The language does not contain sentences, but the language contains "text" or "discourse", namely the exchange of meaning in Santoso's interpersonal context (2019: 6).

Systematic Functional Linguistics (SFL) is correlated to language function and grammar. SFL firstly is introduced Michael Alexander Kirkwood Halliday in 1978 as linguistic analytical tool. Therefore, the systemic functional study is found in the analysis of CDA in the work of van Dijk (1985), Wodak (1989), Fairclough (1989) and Fowler (1996). The Halliday's thoughts of SFL have been reviewed by Halliday & Matthiessen (2004,2014).

Metafunctions

In SFL, language can be described through three functions as known as 'metafunctions', according to Halliday (1978)

a. to talk about what is happening, what will happen, and what has happened (ideational metafunction)

b. to interact and/or to express a point of view (interpersonal metafunction)

c. to turn the output of the previous two functions into a coherent whole (textual metafunction).

Experience and activity are construed by the ideational metafunction, while social relationships, power, and identity are enacted by the interpersonal metafunction.

SFL basically describes language is functional in the sense that language is used to express ideas, values, norms, habits, and ideology. Ideology is a manifestation of a comprehensive worldview in linguistic conventions that have been accepted by society Kress & Halliday (1986) cited Wiratno (2018). The language convention is realized through genre. Furthermore, ideology have to do with the distribution of power in a culture Martin (1985b: 35). Henceforth, ideology can be interpreted as a relationship inter-authority Fowler (1986) cited by Wiratno (2018).

This paper employed interpersonal metafunction, the 'Appraisal analysis, particularly Attitude incorporates with CDA of Fairclough (1995). Fairclough (1989) describes a discourse analysis as an analysis method which includes linguistic description of the language text, interpretation of the relationship between how the is produced and interpreted in discursive processes and the text, and explanation of the relationship between the discursive processes and the social processes. The theoretical framework of this research is Critical Discourse Analysis (CDA) of Norman Fairclough (1995) is employed with the Systematic Functional Linguistic (SFL) analytical tool of appraisal's Martin and White (2005).

Appraisal theory is introduced by Martin and White (2005) an evaluative language, that every person speaks, actually behind it there is an assessment of something delivered both verbally and in writing. Appraisal theory presents an analysis tool to make it easier for readers to understand issues related to evaluative resources and negotiation of intersubjective positions, and open new areas of interpersonal understanding. In oral or written communication there is a discourse involved in the appraisal system theory called the appraiser and appraised. As an evaluative language, in its analysis of linguistic phenomena there is a discourse involving judgment, called the appraiser. Meanwhile, the

phenomenon assessed is referred to as appraised. The phenomenon that is considered to be in the form of attitude consists of affect, judgment, and appreciation.

Attitude is related to feelings, including the reaction of feelings towards someone or an event, an assessment of a person's behavior and an assessment of things. According to Martin & White (2005: 34-35) cited Winarni (2012) Attitude is concerned with our feelings, including emotional reactions, judgments of behavior and evaluation of things. Affect is the matter of evaluating both positive and negative relating to feelings towards something that is discussed or that is related to the expression of emotions (Martin, 1996; Martin & Rose, 2003; White, 2001, in Wiedarti, 2006: 3) cited Winarni (2012). Hope & Read (via Wiedarti, 2006: 4) cited Winarni (2012) suggests that affect can be divided into inclination / dis (tendency / vice versa) in the form of desire and fear, un / happiness in the form of pleasure and sadness, in / security (insecurity / security) in the form of feeling confident and restless, dis / satisfaction (dissatisfaction / satisfaction) in the form of feeling disappointed, relieved, satisfied. judgment is a matter of evaluating both positive and negative relating to behavior towards something that is discussed. Hope & Read (via Wiedarti, 2006: 4) cited Winarni (2012) argues that forms of judgment include esteem (sanction) and sanction (agreeing to a statement). Esteem consists of normality in the form of behavior, capacity (capacity) in the form of strong & weak, while tenacity (resilience) in the form of firm and brave behavior. Sanctions consist of veracity (honesty) in the form of honest or dishonest behavior, and propriety in the form of bad or inappropriate behavior.appreciation is about of assessment in the form of an appreciation of a thing or object against something that is discussed. Hope & Read (via Wiedarti, 2006: 4) cited Winarni (2012) argues that appreciation consists of positive and negative, including reaction (reaction), composition, and valuation (valuation). Reaction (reaction) is divided into impact (strong influence) and quality (nature). Impact is indicated by an exciting or boring reaction, while quality is a positive / negative reaction. Composition (composition) is divided into balance (balanced) and complexity. Balance in the form of one unit, disputes, while complexity (level of complexity) in the form of simplicity. Valuation is profound and shallow.

METHOD

This paper used qualitative descriptive research approach. The data was aimed to explore ideology hidden in the inaugural speech of Obama. According to Creswell (2007) qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem.
The social actors are framed on the social semiotic approach of van Leeuwen's (2008) which is the basis of selection of news reports. Using social media in collecting the data in this current research is more appropriate to take benefits from this research more easily.

Data Collection

Data of this study was the full transcript of President Barrack Obama's inauguration speech on January 20, 2009, at the United States Congress in Washington, D.C. taken from the website, published by EM Jb 20 January 2009. The researchers have taken the transcript of the inaugural speech.

Procedure

The data were analyzed using appraisal Analysis of SFL to analysis the speech text to collaborates with CDA's model of Fairclough.

a. the linguistic description of the formal properties of the text;

b. the interpretation of the relationship between the discursive processes/ interaction and the text, where text is the end product of a process text production and a resource in the process of text interpretation;

c. the explanation of the relationship between discourse and social and cultural reality (Noor,2015).

In this part, the researchers downloaded the text and then copied and pasted into available word processing software package (WORD). The data was then divided into phrases and sentences. Then, the sentences were pasted into a widely available spreadsheet software package for each specific analysis (EXCEL) -the appraisal (Noor, 2015).

FINDINGS AND DISCUSSION

Findings

The data findings in the utterance of the Barak Obama in his speech on January 20, 2009 at the Unite Sates Capitol in Washington, D.C. The data of this study used the transcript of Barak Obama speech text. From the data have been analyzed, the researcher find that President Barak Obama uses appraisal system by Martin and white's theory (2005).. The data findings as described in the table 1.

Table 1: The Attitudinal Categories of the Judgmental Categories

Types	Polarity		Degree of Explicitness		Quantity Percentage	
	Positive	Negative	Inscribed	Invoked		
Affect	18	12	2	28	30	44.7%
Judgment	31	2	4	29	33	47.2%
Appreciation	6	-	-	6	6	9.1%
Total	55	14	6	63	67	100%

As can be seen in the Tale 1 above that the attitudinal categories are most frequently used by Obama which consists of a. (+)Normality (6%), b. (-)Normality (0%), c. (+)Capacity (49%), d. (-)Capacity ((3%), e.(+)Tenacity (21%), f. (-)Tenacity (0%), g. (+)Veracity (6%), h. (-)Veracity (3%). 3. Appreciation consist of a. (+) Reaction (67%), b. (-) Reaction (0%), c. (+) Valuation (33%), f. (-) Valuation (0%). Based on the table above the type of attitude that is most commonly found is *judgment* with 33 data or 47,2%, affect is in second position with total data of 30 or 44,7% and the last is Appreciation with 6 data or 9,1%. i

Discussion / Analysis

Based the findings, the attitudinal categories are mostly used by Obama is the judgmental subtype of attitude. Positive Capacity comes to the most preferable by Obama. It is more detailed explanation as in examples in table 2:

Table 2: Examples of the Judgment Category of Capacity

No	Appraising Items	Analysis	*appraiser*	*appraised*
1	and we will act – not only to create new jobs, but to lay a new foundation for growth.	Judgment, Capacity, Positive, Invoked	We (Government)	People
2	We will restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost.	Judgment, Capacity, Positive, Invoked	We (Government)	People

Based on the data 1 in the Table 2 above that, Barak Obama convey his speech. He said and we will act – not only to create new jobs, but to lay a new foundation for growth. There is word will. Its mean this shows their capacity to do it. So that their able to do change. So, this include in positive capacity category. The data 2 in the Table 2 above that 'We will restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost'. It shows that Barak Obama convey his speech indirectly or invoked it means that American people is very capable as the best. There is word "will" in his speech. Its mean this shows their capacity to do it. So that their able to do change in restore science to its rightful place and raise health care's quality. Ideological stance inside the speech text of Obama is to show that his concern to people. Obama implicitly or invoked conveys that American people is capable.

CONCLUSION

This paper concludes based on Barak Obama's text. This study is analyzed by Martin's theory of attitude (2005). Therefore, the researchers tried to answer the objectives of this research to find ideology inside Obama's speech. Based on the data findings and discussion that Barack Obama's utterances in his speech, the researchers found at least some of Barack Obama's statements which indicate he has views or ideologies such as protectionism and anti-racism, besides Obama shows his concern to the people as the capable people.

Acknowledgment

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