

The Pattern of Engagement in Medan-Based Newspapers' Editorial Texts

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Abstract: This paper investigates Engagements in editorial texts (EET) found in four local newspapers in Medan. The objectives of the research were to describe the pattern of EET. The research method was analytically descriptive. The research samples were taken from thirty two EETs having the following topics: religion, disaster, economics, entertainment, corruption, hero, education, and politics. The data of the EETs were then analyzed by using both the Appraisal theory and the soft program of Simple Concordance Program (SCP). The findings showed that there was inclination on the use of negative pattern of EETs the editorial writers produced when they wrote about controversial events which were then delivered to society or newspaper readers.

Keywords: pattern, appraisal, engagement, newspaper, editorial texts

I. Introduction

Communication is a human need to make a social interaction by using language. Language in use is not only a tool for communication but it is also more than that. Language in use is part of the message being communicated through the content of the message as Brown & Yule termed "transactional"⁽¹⁾ while Halliday himself and Halliday and Matthiessen called "ideational" and thus language forms an aspect of "social relationship" or interpersonal.^(2,3)

One of the language forms in communication is the language used in newspaper texts. In accordance with the functions of language explained above, the language in newspaper texts consists of content of the message and of its social relationship with the newspaper readers. In other words, there are at least two aspects that can be observed from the language which is used in newspaper texts, namely the use of language as the realization of the content of the message and the use of the language as the realization of its social relationship with newspaper readers. Therefore, the organization of the content and the realization of the message are present in their textual realization.

This paper investigated the EETs which was considered as evaluative language from four Medan-based newspapers, for instance, Waspada (WAS), Analisa (ANA), Sinar Indonesia Baru (SIB), and Medan Bisnis (MB). The results of the investigation, in the context of language in use, showed that the editorial texts in those newspapers had several typical differences within their evaluative language variations. When writing the newspaper editorial texts, the writers usually chose the words or expressions which had both positive and negative effects to articulate their opinions about some issues. These words were commonly connected with the expressions of emotion, happiness, positioning of persons or things. The following text showed that writer showed his position to something which brought positive and negative effects to the readers.

"Kita patut merespon positif upaya Presiden SBY untuk memberhentikan, memperbaiki/menggeser, dan meningkatkan kinerja para pembantunya yang dikenal lambat dan sarat KKN di banyak departemen, bahkan belakangan ini terungkap di kementerian tenaga kerja dan transmigrasi serta olahraga muncul kasus korupsi. Agak aneh juga kalau pejabatnya bias tenang-tenang saja sampai tidak tersentuh reshuffle."

The words lambat 'slow', sarat 'full', terungkap 'uncovered', aneh 'strange', tenang-tenang 'keep calm', tersentuh 'touchable' in the above text are the words which have negative meanings which are based on the context of a series of clauses. Meanwhile, the word positif 'positive' gives the positive meaning. All the words above show the different meanings which are, of course, based on their contexts of their positions. When they are independent, some words have positive meaning. In the clause "Dia tenang-tenang saja mendengar berita itu," the reduplication word tenang-tenang has a positive meaning. The positive meaning can be found in the use of the word tersentuh in the clause "Ririn tersentuh mendengar cerita temannya." The words tenang-tenang and tersentuh in both clauses show that their meanings deal with the context in which the words are embedded. It can also be seen that the interpretation of the readers to the language meaning connected with the order of the evaluative words in the clauses can give a value of negative or positive meaning where the words are put.

This paper discusses Appraisal system in newspaper editorial texts in connection with Engagement as a part of subsystems in Appraisal theory. The systems of Appraisal itself are divided into three subsystems:

engagement, attitude, and graduation.⁽⁴⁾ The framework of Appraisal can be used to evaluate how the editors express their engagements in their writing. The framework of Appraisal is a system which shows the semantic relationship which is obtained from a media context, both oral media and written media. The source of interpersonal is connected with authorial attitude, social evaluation, and position both to the readers and to the authorial voice.⁽⁵⁾

Every piece of data taken from the editorial newspaper text is marked as one of the types of Appraisal, Engagement, found in the lexicon and structure employed. The data were then be further classified on subsystem of Engagement as one of the three Appraisal sub-systems. Every sub-system of Engagement will be classified again according to its patterning beyond the single word. This paper shows that editorial newspaper texts exhibiting a typical variety of evaluative language in which different types of editorial texts give different evaluation to the contexts of use. Based on analysis of editorial texts, one interpretation about social and culture in newspaper texts can be suggested. Every element in a living language has not only meaning but also value. This means that the final goal of the discussion will not end to the analysis of the language but also try to do more than that: to become a means of access, the expression of the evaluative language of social meaning and culture are realized in the use of language.

II. Related Literature

2.1 Appraisal theory

Appraisal analysis discusses the analysis of speaker opinion within Systemic Functional Linguistics (SFL). It includes the three sub-categories of Attitude, Engagement and Graduation.^(6,7,8) Appraisal Theory is an approach to exploring, describing and explaining the way language is used to evaluate, to adopt stances, to construct textual personals and to manage interpersonal positioning and relationship.⁽⁹⁾ The three systems of Appraisal such as Attitude, Engagement and Graduation can be described as follows.⁽¹⁰⁾

2.1.1 Attitude

Attitude includes those meanings by which texts/speakers attach an inter-subjective value or assessment to participants and processes by reference either to emotional responses or to systems of culturally-determined value systems. Attitude itself can be divided into three sub-systems:

- (i) Affect: the characterisation of phenomena by reference to emotion
- (ii) Judgement: the evaluation of human behaviour with respect to social norms
- (iii) Appreciation: the evaluation of objects and products (rather than human behaviour) by reference to aesthetic principles and other systems of social value.

2.1.2 Engagement

Engagement concerns with the linguistic resources which explicitly position a text's proposals and propositions inter-subjectively.

2.1.3 Graduation

Graduation (or sometimes called the semantics of scaling) concerns with the values which act to provide grading or scaling, either in terms of the interpersonal force which the speaker attaches to an utterance or in terms of the preciseness or sharpness of focus with which an item exemplifies a value relationship, labelled as 'FORCE' (variable scaling of intensity) and 'FOCUS' (sharpening or blurring of category boundaries).

A different approach to evaluation analysis is based on corpus-based analysis of stance,^(11,12,13,14,15) including semantic dimensions or parameters,^(16,17) the evaluation of affect notions⁽¹⁸⁾, modality^(19,20,21,22) and evidentiality.^(23,24,25) In this paper, Theory of language Appraisal is used to analyze the EETs.

2.2 Engagement

White explained that Engagement is a set of related interpersonal resource. Further, he states that Engagement also means negotiating hetero-glossic diversity (perhaps, it seems, he says, I declare however, obviously). White also explained that a journalist's interpersonal positioning must enable their texts to negotiate effectively with the socio-semantic positions of those individuals and institution who are directly implicated in those texts. They can be expected to respond with vigour, potentially with full force of the libel laws, when they feel their position has been misunderstood or misinterpreted.⁽²⁶⁾

Martin and White argued Engagement deals with sourcing attitudes and the play of voices around opinions in discourse. Further, they explained that engagement concerned with the way in which resources such as projection, modality, polarity, concession, and various comment adverbials position the speaker/writer with respect to that value position by quoting or reporting, acknowledging a possibility, denying, countering, affirming and so on.⁽²⁷⁾

2.3 Modality and polarity

One of the ways to express Engagement is by using Modality. Halliday and Mattiessen stated that the space between 'yes' and 'no' has a different significance for propositions and for proposals.⁽²⁸⁾

2.3.1 Propositions

In a proposition, the meaning of the positive and negative pole is asserting and denying; positive 'it is so', negative 'it isn't so'. There are two kinds of intermediate possibilities: (i) degrees of probability: 'possibly/probably/certainly'; (ii) degrees of usualness: 'sometimes/ usually/always'. The former are equivalent to 'either yes or no', that is, maybe yes, maybe no, with different degrees of likelihood attached. The latter are equivalent to 'both yes and no', that is, sometimes yes, sometimes no, with different degrees of frequency attached. It is these scales of probability and usualness to which the term 'modality' strictly belongs. These are referred to as Modalization. Both probability and usualness can be expressed in the same three ways: (a) by a finite modal operator in the verbal group e.g. that will be John, he'll sit there all day; (b) by a modal Adjunct of (i) probability or (ii) usualness, e.g. that's probably John, he usually sits there all day; (c) by both together, e.g. that'll probably be John, he'll usually sit there all day.

2.3.2 Proposals

In a proposal, the meaning of the positive and negative poles is prescribing and proscribing: positive 'do it', negative 'don't do it'. Here also there are two kinds of intermediate possibility, in this case depending on the speech function, whether command or offer. (A) In a command, the intermediate points represent degrees of obligation: 'allowed to/supposed to/required to'; (B) in an offer, they represent degrees of inclination: 'willing to/anxious to/determined to'. Halliday and Mattiessen referred to the scales of obligation and inclination as Modulation, to distinguish them from modality in the other sense, that which we are calling modalization.⁽²⁹⁾

Both obligation and inclination can be expressed in either of two ways, though not, in this case, by both together: (A) by a finite modal operator, e.g. you should know that, I'll help them; (B) by an expansion of the Predicator, (i) typically by a passive verb, e.g. you're supposed to know that, (ii) typically by an adjective, e.g. I'm anxious to help them. Proposals that are clearly positive or negative are goods-&-services exchanges between speaker and hearer, in which the speaker is either (i) offering to do something, e.g. shall I go home?, (ii) requesting the listener to do something, e.g. go home! Or (iii) suggesting that they both do something, e.g. let's go home! Modulated clauses, on the other hand, while they also occur frequently as offers, commands and suggestions (I'll be going, you should be going, we ought to be going), regularly implicate a third person; they are statements of obligation and inclination made by the speaker in respect of others, for example **John's supposed to know that Mary will help**. In this case they function as propositions, since to the person addressed they convey information rather than goods-&-services.

Martin and Rose divided modality into two general kinds, one for negotiating services and the other for negotiating informations. They then make examples of demands for service can be negotiated as follows.⁽³⁰⁾

Do it		positive
You must do it	↑	
You should do it	↕	
You could do it	↓	
Don't do it		negative

On this scale, they also say 'how obliged' you are to act. Statements that give information can be negotiated as follow:

It is		positive
It must be	↑	
It should be	↕	
It might be	↓	
It isn't		negative

On this scale, Martin and Rose said 'how probable' a statement is. Modality can be used as resource for introducing additional voice into a text, and this includes polarity.⁽³¹⁾ The similar thing occurs in negation. Modality functions very much like negation when it looking at in terms of these scales. Negation places his voice in relation to a potential opposing one. Thenegator **not** is used to show negative scale of modality, for example, a) They cannot swim, b) We will not go tomorrow.

III. Research Method

3.1 Source of data

The sources of data were taken from newspaper texts editorial published in Medan which consisted of engagement expressions. The editorial texts which were used as data in this research were taken from four local

daily newspapers. This research used linguistic corpus as the sources of Data because the source of data were mostly written data. The twenty two editorial newspaper texts were then used as the object of the research.

3.2 Techniques of data collection

Techniques of collecting data were implemented by collecting newspaper editorial texts. Then, the sub-system of Appraisal--Engagement--is used to find out the words which show the characters that belong to Engagement categories in the 32 newspaper editorial texts. Collecting data used searching data techniques by gathering the data of EETs. Besides, a tool of web concordance supplied in Webcob was available in internet to make easier for the analysis of the texts. This research used Simple Concordance Program (SCP) to collect and analyze data. Several steps in gathering data are shown as follows:

1. The whole text format (html and MS Word doc) which were the sources changed into text files (txt) format in order to read by SCP;
2. Each text was then observed to collect the word lists and statistic data in texts;
3. To collect the data of lexical words, Stop List is made;
4. Stop List is made from word data which is selected manually to the words that do not belong to the words with having lexical meaning, such as function words, acronym, person's name, etc.;
5. Word lexical lists are then observed manually to get and collect the data, the words belong to Appraisal lexises;
6. Appraisal lexises are arranged from the examples of Appraisal words which exist in each model, adding with a few words obtained from several texts which become the sources in this research;
7. Appraisal lexises then become the Key Words;
8. Key Words are used in SCP to count and analyze the lexises of evaluative in each text. The collection and data analysis produce Appraisal Key Words. As mentioned previously, the Key Words are parts of the tools in analyzing data which have gathered as the above stages.

3.3 Techniques of data analysis

Each data obtained from newspaper editorial texts were identified and given the markers whether the texts belong to the category of Engagement. Then, each Engagement word was classified based on Engagement expressions. The analysis method in this research is the method of Concordance and the distribution by using software of Simple Concordance Program (SCP). Through this program, each word of Engagement in each phrase or clause was syntagmatically and paradigmatically researched. Further, with Engagement parameter category, data analysis consists of eight topics of newspaper editorial texts discussing about religion, disaster, economics, entertainment, corruption, heroism, education, and politics. The eight topics are distributed and interpreted to look at the status and the types of semantics and grammatical category which appear in contexts based on the framework of Engagement. Contexts influence the meaning of the evaluative language because the research of the evaluative language deals with spaces which involve the literal, figurative, and functional meanings.

IV. Discussion

4.1 The expression of engagement in newspaper editorial text

Table 1 shows in detail the use of Engagement based on the eight topics of newspaper editorial texts. It was found that the elements of hetero-glossics were used to express the authority voice. It means that the writers of newspaper editorial texts in Medan use language to engage their positions to express negation, statement, acceptance, and reference.

Table 1. Engagement in topics in newspaper editorial texts

N O	TOPICS	ENGAGEMENT								TOTAL	
		WAS		ANA		SIB		MB			
1	Religion	34	15,5%	9	5,1%	18	11,5%	9	7,6	70	10,5%
2	Disaster	64	29,2%	34	19,3%	26	16,7%	21	17,8%	145	21,7%
3	Economics	14	6,4%	12	6,8%	21	13,5%	15	12,7%	62	9,3%
4	Entertainment	21	9,6%	25	14,2%	19	12,2%	20	16,9%	85	12,7%
5	Corruption	14	6,4%	13	7,4%	5	3,2%	3	2,5%	35	5,2%
6	Heroism	19	8,7%	16	9,1%	9	5,8%	25	21,3%	69	10,3%
7	Education	25	11,4%	31	17,6%	23	14,7%	8	6,8%	87	13%
8	Politics	28	12,8%	36	20,5%	35	22,4%	17	14,4%	116	17,3%
	Total	219	100%	176	100%	156	100%	118	100%	669	100%

It was found that newspaper editorial texts in Was pada Daily was the most dominant newspaper using Engagement compared with any other three newspapers. It was also found that the topic of "disaster" was the

most dominant (21.7%) of eight topics above focusing on the use of more powerful sources to judge someone's positions. The topics of "corruption" sat in the lowest level. The following are the examples of clauses which describe the Engagement in newspaper editorial texts in Medan.

- 1) Tidak saja banjir bandang Wasior yang masih belum jelas penanganannya, Tsunami Mentawai pun masih sulit ditembus. (Waspada, 6 November 2010) (Engagement: heteroglosic: negation)
- 2) Program cepat tanggap darurat bencana tak sepenuhnya bias berjalan seperti yang diinginkan. (Waspada, 6 November 2010) (engagement: heteroglosic: negation) (engagement: heteroglosic: modality).
- 3) Kita pasti sepakat kalau bencana akan datang pasti tak ada yang bias mencegahnya. (Waspada, Sabtu, 6 November 2010) (engagement: heteroglosic: modality) (engagement: heteroglosic: negation).

The words *tidak* 'not', *belum* 'not yet', *tak* 'not', *bisa* 'able to', *diinginkan* 'wanted', *pasti* 'surely', and *akan* 'will' are the powerful sources to posit the voice of the writers. The writers in the topic of disaster used modalities *bisa*, *diinginkan*, *pasti* and *akan*. These four modalities have different meaning. The modalities of *bisa* and *pasti* referred to the high level, namely actions which were very close to the 'yes' polar, and the most possible to happen.

In the clauses "Program cepat tanggap darurat bencana tak sepenuhnya bias berjalan seperti yang diinginkan," and "Kita pasti sepakat kalau bencana akan datang pasti tak ada yang bias mencegahnya," the word *bisa* showed an action which was possible to happen. The writer used the word *bisa* to posit his opinion that something could be done or implemented even though the action was not been done yet. The word *pasti* also gave the meaning that an action would occur in the future and it seems mostly to happen as well as with the modality *akan* located in medium polarity. The word *akan* showed that an action was going to occur in the future. The modality *akan* was an interval of positive and negative meaning. That is why, the writers chose to use the word *akan* to posit his opinions at medium level, namely there were no positive and negative polarity.

Further, the words *tidak*, *tak*, *belum* were the words belonging to the area of engagement, namely the negation markers. The word *tak* is the variance of the word *tidak*. This word positioned the writers to state negation of proposition and proposal to the condition. The results from the clauses (1), (2), and (3) showed that the writers of Waspada Daily expressed the variation of authority voice in the context of event phenomenon which occurred around them. Consider Table 2 below to see the use of engagement in detail from newspaper editorial texts.

Table 2. The subsystem of engagement in newspaper editorial text

Engagement	Waspada		Analisa		Sib		MB		Jumlah	
Insertion	2	0.9%	0	0	0	0	1	0.8%	3	0.5%
Assimilation	13	5.9%	7	4.0%	6	3.8%	6	5.1%	32	4.7%
Negation	85	38.9%	69	39.2%	48	30.8%	52	44.1%	254	38%
Proclamation	5	2.3%	7	4.0%	4	2.6%	2	1.7%	18	2.7%
Modality	107	48.8%	90	51.1%	92	59%	54	45.8%	343	51.2%
Nature	5	2.3%	3	1.7%	6	3.8%	2	1.7%	16	2.4%
Hearsay	2	0.9%	0	0	0	0	1	0.8%	3	0.5%
Total	219	100%	176	100%	156	100	118	100	669	100%

Table 2 demonstrated the dominant use of modality (51.2%) in EETs. The dominant use of modality was meant the writers could interpret the source for grading the polarity, for having the expression of point of views, opinion, and judgement which were based on their experiences through interaction in clauses. The second dominant in the subsystem of engagements was the negation. The negative words, such as *tidak* and *tak*, were always used by the writers.

The words **bisa** 'able to', **harus** 'must', **akan** 'will', and **barangkali** 'perhaps' are the words of modality to show attitudes, point of views, judgement, opinion of the writers as written in clauses (4), (5), (6), and (7) below.

- 4) Program cepat tanggap darurat bencana tak sepenuhnya bias berjalan seperti yang diinginkan. (Waspada, Sabtu, 6 November 2010) (engagement: heteroglos: modalitas)
- 5) Ledakan tak terduga ini memang akhirnya harus menyadarkan kita bahwa kita hidup di wilayah yang rawan bencana alam, termasuk di dalamnya gempa, letusan gunung berapi, badai tropis atau bahkan kebakaran hutan. (Analisa, Senin, 30 Agustus 2010) (engagement: heteroglos: modalitas)
- 6) Jika bencana dijadikan komoditas, tidak kah kita sebagai umat beraga mamerasa risau, Tuhan Sang Penguasa Alam akan murka sehingga bencana terus menerus menimpa negeri ini. (Medan Bisnis, Selasa, November 2010) (engagement: heteroglos: modalitas)

- 7) Jika merujuk kepada banjir di Wasior, banjir yang datang bukan hanya mengirimkan puluhan kubik tanah dan air, tetapi juga kayu-kayu yang ditebangi dan barang kali merupakan hasil dari illegal logging. (Sib, Kamis 14 Oktober 2010) (engagement: heteroglos: modalitas)

The clauses containing negation were identified by the use of the words **jangan** 'don't', **tidak** 'no', **tak** 'no', **belum** 'not yet' in Bahasa Indonesia. These words were used because their voices were related to a potential opposition as seen in the clauses (8), (9), (10).

- 8) Jangan hanya bermodal nekat, kemudian melakukan evakuasi yang justru mengancam keselamatan nyawa sendiri. (Medan Bisnis, Selasa, 9 November 2010) (engagement: heteroglos: denial) Karena itu, oleh pemerintah, Sinabung dimasukkan dalam kategori gunung berapi tipe B, yang berarti tidak dianggap berpotensi meletus sehingga tidak perlu mendapat pemantauan rutin seperti halnya gunung berapi lain yang masuk dalam kategori tipe A. (Analisa, Senin, 30 Agustus 2010) (engagement: heteroglos: denial)
- 9) Otoritas atas alam tak akan pernah dikuasai dan dimiliki oleh manusia sepanjang manusia hanya tahu merusak dan membiarkan "kekerasan" terhadap alam terjadi begitu saja. (Sinar Indonesia Baru, Kamis, 14 Oktober 2010) (engagement: heteroglos: denial)
- 10) Tidak saja banjir bandang Wasior yang masih belum jelas penanganannya, Tsunami Mentawai pun masih sulit ditembus. (Waspada, Sabtu, 6 November 2010) (engagement: heteroglos: denial)

It was found that the sub-system of engagement using 'modality' and 'negation' were dominant compared with the other elements in the subsystem of Engagement. Negative words were as follows: **jangan, janganlah, tidak, tidaknya, tidakkah, tak, belum, bukan, bukannya, salah, meniadakan, tanpa, tiada, ngawur, kurang (tepat), membantah, keraguan, sayangnya, batal, jomplang (ketidakberpihakan). Common modalities were akan, berharap, mengharapkan, diharapkan, harapan, harap, harus, haruslah, harusnya, wajib, dapat, mendapat, mendapatkan, selalu, bisa, biasanya, ingin, diinginkan, keinginan, sanggup, pasti, pastilah, dipastikan, memastikan, seharusnya, mungkin, memungkinkan, kemungkinan, memiliki, mestilah, meski, diperlukan, barangkali, patut, kadang, terkadang, mau, mampu, perlu, jangan-jangan, memang, agak, dianjurkan, sebenarnya, boleh, diperkirakan, bertekad, dihimbau, mesti.**

Table 2 revealed the domination of negation and modality in EETs. Negation words which were always used by the writers was only **tidak** 'no' with its variants, for example, **tak, tidaklah, and tidakkah** (all of these pointed to 'not'). Besides, Modality of **akan** was often used. The other Modalities, such as **bisa, mampu, and harus** also appeared. The modality of **bias** was mostly used in the topic of economics and the **mampu** was mostly used in the topic of Entertainment, and the **harus** was mostly used in the topic of Politics.

The most dominant Engagement which was used in the topic of disaster in the newspaper editorial texts could be seen on Table 1. But the dominant Engagement in the newspaper editorial texts in the topic of disaster did not often exist in each newspaper editorial texts. There were only two newspapers (Waspada and Analisa Daily) used Engagement in the topic of disaster. Two other newspapers (Sinar Indonesia Baru and Medan Bisnis Daily) used Engagement in the topic of Politics dominantly in the first newspaper and were and in the topic of Heroism in second one.

The dominant negation in the newspaper editorial texts showed that the pattern of Engagement used dominant negative words compared with the positive ones in newspaper editorial texts in Medan. The appearance of modalities in the newspaper editorial texts and negations was caused of the reality which occurred in the contents of social interaction. The dominant modality and negation also showed that the writers of newspaper editorial texts used the power of negation and modality to position the authorial writers of newspaper editorial texts to the messages addressed through writing in newspaper editorial texts. Thus, there was inclination of the writers of the newspaper editorial texts in the level of Engagement to tell negation in the events of publication to society or the readers. It can be seen that the inclination of similar pattern occurred between Attitude in the first party and the use of Engagement in the other party in using negative evaluative language was more dominant compared with the positive evaluative language.

V. Conclusion

Appraisal Analysis in newspaper editorial texts in Medan showed that the newspaper editorial texts carried the writer's position in texts and contexts through evaluative language. From data analysis, it was concluded that the inclination of the pattern of negative Engagement by the writers in their newspaper editorial texts portrayed the way to report the negative events, or negation to the events, which were told to the society or the readers of the newspapers.

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