

Evaluative Language and Ideological Positioning in Indonesian Online Editorials: An Appraisal Perspective

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ABSTRACT

The present study examines evaluative language and ideological positioning in the context of Indonesian online editorials, using the Appraisal Theory paradigm. The objective of this research is to find out how the appraisal system of Attitude, Engagement, and Graduation is used to construct the evaluation and representation of media ideology in the editorials of Kompas.com and Detik.com. The qualitative content analysis was conducted on two editorials published on March 17, 2026, regarding the supposed death of Iranian security officer Ali Larijani. Data were analyzed using Martin and White's appraisal framework (2005) and Martin and Rose's engagement and graduation systems (2007). The results show that Attitude is the most prominent appraisal system in both media, albeit with different inclinations. Judgement (38.46%) dominates Kompas.com, which means that the focus is more on assessing the behavior, capacity, and responsibility of social actors. On the contrary, Affect dominates Detik.com (43.48%), which shows more focus on emotional responses and reader interaction. Detik.com uses more strengthening tactics in the Graduation system, while Kompas.com balances the usage of strengthening and softening resources. For the Engagement system, both media are substantially dominated by Heterogloss, showing the frequent presence of outside voices for enhancing credibility and arguments. The study stresses that evaluative language in online editorials is not neutral but a discursive tactic to build ideological views and shape the reader's interpretations of social and political events. The outcomes of this study contribute to the development of Appraisal studies and critical media discourse analysis in an Indonesian setting.

Keywords: attitude, engagement, graduation, ideological positioning, online editorials

INTRODUCTION

The language of the media is very important in creating the views of the people about social, political, economic, and cultural realities. In journalism, the media conveys not just information but also builds opinions, attitudes, and special views on a subject. Editorials are the type of media material that best reflects the media's institutional perspective. Editorials are the media's official position on an event, as they include arguments, evaluations, criticism, and support for specific themes. Unlike hard news, which is typically more objective, editorials allow the media to express ideological biases more freely through language choice. As a result, editorials have become one of the most important types of speech to examine in language and media studies (Fairclough, 1995; Dijk, 1998; Martin & White, 2005).

The expansion of digital media in Indonesia also has implications for the creation and consumption habits of editorials. Editorials are very powerful in changing public opinion because of the speed and reach of online media and its constant flow of information. In this respect, evaluative language is the fundamental tool of establishing media attitudes towards social actors, government programs, and national issues (Iqbal and Lahore, 2023; Tahir and Hasan, 2025). Word choices such as "successful," "troublesome," "harmful," "fair," or "irresponsible" transmit not simply descriptive meaning but also ideological evaluations that may have an impact on readers. Martin and White (2005) say that evaluative language is used to: (1) express attitudes, (2) build interpersonal positioning, and (3) affect audiences through the Appraisal system. Therefore, evaluative language used in editorials is never quite neutral since it is always linked to specific beliefs and interests (Martin & White, 2005; Bednarek, 2006).

Appraisal theory is part of SFL, specifically interpersonal meaning, which can be used to examine media studies on evaluative language. The idea was established by Martin and White (2005) to describe how authors or speakers use language to express views and construct interpersonal relationships. Additionally, Appraisal has three key systems namely "Attitude" refers to the expression of feelings, moral judgments, and admiration of a phenomenon; "Engagement" expresses how writers negotiate with or exclude other voices in a narrative; and "graduation" is the degree of severity or

level of evaluation that is found in the text (Martin & White, 2005; Hood, 2010; Cahyono et al., 2024). The usage of evaluative language choices can be explored through these three subsystems to show how the ideological posture is constructed in the media.

Previous research has proven that appraisal theory is useful in recognizing ideological tendencies of media. Susanto (2023) revealed that the media editorials contain numerous sorts of attitudes indicating the media's affiliation with particular problems. The study found that judgement was the most dominating feature employed in evaluating the conduct of social actors in Indonesian online media editorials. Rohimajaya and Hamer (2022) in their analysis of the Jakarta Post editorial "What the Pandemic Teaches Us" also identified the intense use of judgement and appreciation in building evaluations of government initiatives during the Covid-19 pandemic. Their results show that editorials not only provide information but also build the media's ideological position toward public policies. Also, Prastikawati (2021) conducted a study on attitude appraisal in BBC news articles, which indicated that media employs evaluative language to shape readers' perspectives of some global concerns. The results pointed to the importance of the categories of affect, judgment, and appreciation for the construction of interpersonal ties between media and readers. Similarly, Akhiroh (2022), in her study on editorials about the Uighur issue, discovered that engagement elements were utilized to increase the validity of media arguments by combining different voices and external sources into editorial texts. Additionally, Risdianto et al (2024) studied on editorials of Ferdy Sambo case, and they found that Appraisal devices can expose media ideological leanings through evaluative patterns focused on particular persons and institutions. The study revealed that negative evaluation was used in editorials to establish some moral pictures of the actors being covered.

Furthermore, Muqtafia's (2025) research on the Jakarta Post editorials of the 2024 Indonesian presidential election indicated that online media had various patterns of attitude in expressing political candidates using evaluative language. The results show that editorials on online media are not only information channels but also places for the construction of ideology and public opinion. Although there are a number of studies on Appraisal in media discourse, studies on the relationship between evaluative language and ideological orientation in Indonesian online editorial texts are rather scarce. Most past studies have focused on general news stories, opinion articles, or international media in English, such as The Jakarta Post. Research that particularly studies the construction of ideological stance in Indonesian online editorials through the systems of attitude,

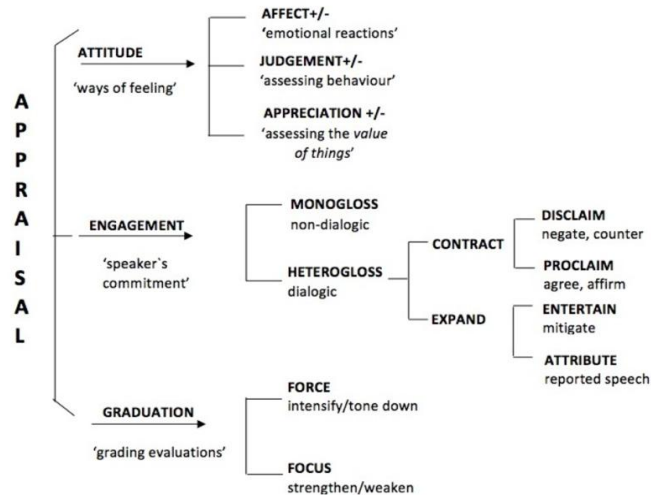
engagement, and graduation is still limited. Indeed, in the digital era, Indonesian online editorials have a great impact on popular opinions of political, social, and cultural issues (Van Dijk, 2006; Nhung, 2017).

Based on these conditions, it is vital to perform a study entitled "Evaluative Language and Ideological Positioning in Indonesian Online Editorials: An Appraisal Perspective." The study is expected to contribute theoretically to the development of Appraisal studies in media discourse analysis and practically to the enhancement of the public's critical literacy of language use in online media. In addition, this study can also provide an insight into how the media produces ideology through the linguistic methods that seem to be neutral but in fact have evaluations and ideological alignments.

This study employs appraisal theory developed by Martin and White (2005) for the attitude system and Martin and Rose (2007) for the engagement and graduation systems. Appraisal theory is used to analyze how journalists of the media express their attitudes, judgments, evaluations, and ideological positioning through language. According to Martin and White (2005), Appraisal is an interpersonal meaning system that enables writers to establish relationships with readers through evaluative language. This theory is widely used in media analysis because it can reveal how texts construct opinions, alignments, and legitimacy toward certain issues.

In Appraisal Theory, there are three main systems: *attitude* relates to the expression of feelings, moral judgments, and appreciation of a phenomenon; *engagement* concerns how writers accommodate, support, or reject other voices in a text; and *graduation* relates to the degree of intensity or strength of evaluation in a text (Martin & White, 2005). The three subsystems are used to identify the kinds of evaluation and ideological positioning that are present in online media editorials. The realization of these three systems can be seen in figure 1 below.

Figure 1:
Appraisal System (Martin and White, 2005)



Online media is a term used for digital-based communication platforms that share information via the internet, allowing fast distribution, interactivity, and broad audience reach. Unlike traditional media, online media allows individuals to access, share, and respond to information in real time, making it a crucial actor in molding public opinion and social debate. Online media is not just a medium of information; it is a social institution that shapes our views, attitudes, and behaviors (McQuail, 2010). Likewise, Castells (2010) contends that digital communication networks have changed the way information is created and consumed, resulting in a network society in which media is a key player in the construction of social reality. As a result, internet media is generally seen as a powerful platform for framing the issues, building ideologies and forming public awareness of political, social and cultural events.

METHOD

This research uses a qualitative research method with content analysis using the appraisal approach. Content analysis is used to discover, classify, and understand the evaluative text in Indonesian online media editorials. The factors of attitude, engagement, and graduation are analyzed to show forms of appraisal and the ideological stance of the media, drawing on the Appraisal framework offered by Martin and White (2005). The sources of this study were obtained from two famous Indonesian online editorial texts, namely Detik.com and Kompas.com. The titles of the editorials are "*Israel Klaim Tewaskan Ali Larijani, Tangan Kanan Mojtaba Khamenei*" and "*Israel Klaim Tewaskan Ali Larijani Tangan Kanan Pemimpin Tertinggi Iran, Siapa Dia*" respectively. Both editorials were published on March

17, 2026. The data were purposefully sampled, where editorials were purposefully picked based on some criteria, such as editorials that discussed social, political, or public policy topics and contained evaluative language pertinent to the focus of the study. Data collection is carried out by means of documentation procedures by downloading, reading, and classifying editorials based on the research objectives. Furthermore, the data were processed in numerous levels, including data reduction, classification of Appraisal systems, interpretation of evaluative meanings, and making conclusions about the ideological positioning of the media. This strategy was chosen because it clearly shows the relationship between evaluative language and ideological representation in online media editorials.

FINDINGS AND DISCUSSION

In this part, the researchers present the findings of the data through table 1 as described below. The data were segmented into types of appraisal systems, including attitudes covering affect, judgment, and appreciation; graduation system such as force and focus; and engagement called monogloss and heterogloss. In brief, it can be seen in table 1 about the distribution of appraisal systems in Kompas.com and Detik.com online editorials below:

*Table 1:
Distribution of Appraisal Systems in Kompas.com and Detik.com Online Editorials*

System	Category	Subcategory	Kompas	(%)	Detik	(%)
Attitude	Affect	-	8	30.77%	10	43.48%
	Judgment	-	10	38.46%	6	26.09%
	Appreciation	-	8	30.77%	7	30.43%
	Subtotal		26	100%	23	100%
Graduation	Force	Att. lexis	4	20.00%	4	22.22%
		Intensifier	4	20.00%	4	22.22%
		Metaphor	2	10.00%	1	5.56%
	Focus	Soften	5	25.00%	4	22.22%
		Strengthen	5	25.00%	5	27.78%
	Subtotal		20	100%	18	100%
Engagement	Heterogloss	-	11	68.75%	10	66.67%
	Monogloss	-	5	31.25%	5	33.33%
	Subtotal		16	100%	15	100%
TOTAL			62	100%	56	100%

Based on Table 1.1, the attitude system was discovered to be one of the primary evaluative techniques utilized in the editorials of Kompas.com and Detik.com. However, both of them show different patterns. The most commonly appearing element on Kompas.com is

the Judgment category with a percentage of 38.46%, then both the Affect and Appreciation categories with a percentage of 30.77% each. This finding shows that Kompas.com uses moral and social assessments more on the behavior, capacity, and responsibility of social actors and the government. Meanwhile, Detik.com is more dominated by the Affect category with 43.48%, then Appreciation with 30.43%, and Judgment with 26.09%. This means that Detik.com creates emotional intimacy with its readers through the expression of sentiments, concerns, hopes, or affective responses to an event. Thus, Kompas.com tends to apply normative and critical assessments, while Detik.com focuses on the emotional side of framing the issues mentioned.

The total number of Appraisal devices found on Kompas.com was 62 data, while Detik.com had 56 data. The results reveal that Kompas.com uses evaluative strategies slightly more intensely than Detik.com. From the appraisal theory perspective, the pattern indicates that Kompas.com tends to build its editorial stance through social judgment-based evaluations and arguments from various external voices, while Detik.com relies more on affective expressions and evaluation reinforcement strategies to build emotional closeness with readers. The discrepancy in the distribution of Appraisal implies that the evaluative language choices made by each media outlet are not neutral but represent different ideological methods in the construction of social reality and in shaping readers' understanding of an issue.

Some examples of appraisal systems such as attitude, engagement, and graduation found in both editorials are expressed as follows:

1. Judgment

Judgement refers to linguistic resources used to evaluate people's behavior, character, and actions according to social norms and moral standards. It reflects how writers assess the capacity, responsibility, and credibility of social actors (Martin and White, 2005). The example is presented below:

Excerpt 1

*"Larijani yang disebut sebagai **tangan kanan** (Judgement: Capacity: +) pemimpin tertinggi Iran, Mojtaba Khamenei..." (17/3, Detik.com)*

Larijani, who is referred to as **the right-hand man kanan** (Judgement: Capacity: +) of Iran's Supreme Leader, Mojtaba Khamenei... (17/3, Detik.com)

It is described that the phrase *tangan kanan* (right-hand man) is categorized into judgment: capacity: positive. This phrase is applied by the journalist because he wants to evaluate Larijani as a highly trusted and capable political figure who occupies an important position within the Iranian leadership. The journalist of Detik.com exploits the use of this expression to portray Larijani as an influential actor with substantial authority and access to strategic decision-making processes. The evaluation strengthens his political stature and emphasizes his significance within the Iranian power structure.

2. Affect

Affect refers to linguistic resources used to express emotions, feelings, and emotional reactions toward people, events, or situations (Martin and White, 2005). The following example is the illustration of affect found in both editorials of Kompas.com and Detik.com.

Excerpt 2

*"Catatan tulisan tangan itu dipublikasikan via media sosial Larijani, yang isinya **mengenang** (unhappiness: misery) para pelaut Iran yang tewas akibat serangan Amerika Serikat (AS)." (17/3, Kompas.com)*

The handwritten note was published via Larijani's social media, which **commemorated** (unhappiness: misery) the Iranian sailors who died as a result of the United States (US) attack. (17/3, Kompas.com)

In accordance with the example in excerpt 2, the journalist seems to use the lexis *mengenang* (commemorated) to express a sense of grief and respect for the Iranian sailors who died due to the American attack. This language creates a mood of grief and empathy. The sentence asks the readers to consider the sailors' deaths as a humanitarian catastrophe that must be remembered. With *mengenang*, the article develops empathy and emotional investment from the readers towards the victims and their families. The expression constructs the sailors not only as victims of war but also as people who ought to be remembered and honored. The evaluative language helps to personalize the situation and encourages readers to view the deaths as a great human tragedy rather than just a political or military disaster. Another example is obtained from Detik.com editorial online article as follows:

Excerpt 3

***Pemakaman** (unhappiness: misery) para pelaut Iran itu dijadwalkan digelar pada Selasa. (17/3) (Detik.com)*

The funeral (unhappiness: misery) of the Iranian sailors is scheduled to be held on Tuesday. (17/3) (Detik.com)

It can be seen that the journalist exploits the use of the lexis *pemakaman* (the funeral), which is segmented into unhappiness: misery. Although the emotion is implicit, the reference to a *pemakaman* (the funeral) invokes feelings of grief and loss associated with death. The mention of a funeral foregrounds the human consequences of the conflict and may elicit sadness and empathy from readers. It shifts attention from military and political developments to the personal and emotional impact of the event on individuals and communities.

3. Appreciation

Appreciation refers to linguistic resources used to evaluate the value, quality, significance, or impact of things, events, processes, and phenomena. Through appreciation, writers express positive or negative assessments of objects and situations rather than people (Martin and White, 2005). Here are the examples derive from both online Kompas.com and Detik.com editorials

Excerpt 4

*Jika klaim Katz itu dikonfirmasi, maka kematian Larijani akan menjadi **pembunuhan tingkat paling tinggi** (appreciation: reaction: impact: negative) dalam perang antara Iran melawan AS dan Israel. (17/3, Detik.com)*

If Katz's claim is confirmed, then Larijani's death will be **the highest-level assassination** (appreciation: reaction: impact: negative) in the war between Iran and the US and Israel. (17/3, Detik.com)

The phrase "*pembunuhan tingkat paling tinggi*" is segmented as appreciation: reaction: impact: negative. The journalist tends to employ the phrase "*pembunuhan Tingkat paling tinggi*" because it evaluates the significance of Larijani's alleged death rather than a person's behavior. The superlative expression "*paling tinggi*" intensifies the evaluation and highlights the extraordinary importance of the event. This appraisal portrays Larijani as a highly influential figure within Iran's political and security structure. The statement suggests that his death would represent a major escalation in the conflict between Iran, the United States, and Israel. As a result, readers are encouraged to perceive the event as a significant

geopolitical turning point. Meanwhile, the example described in excerpt 5 below is taken from Kompas.com.

Excerpt 5

*Larijani juga disebut-sebut sebagai salah satu **figur kunci** (appreciation: valuation: positive) di lingkaran dalam kekuasaan Iran. (17/3, Kompas.com)*

Larijani is also mentioned as one of the **key figures** (appreciation: valuation: positive) in the inner circle of power in Iran. (17/3, Kompas.com)

The example provided above shows that the journalist of Kompas.com exploits the use of the phrase "*figur kunci*" (key figures) to positively evaluate Larijani's importance and significance within Iran's political system. It is classified into *appreciation: valuation: positive* which highlights his strategic role and influence in decision-making processes. This appraisal portrays Larijani as a highly influential political figure and an important member of Iran's leadership. It suggests that his role is valuable and central to the country's power structure.

In the Graduation system, both media utilize intensification strategies to strengthen evaluative meaning, but with different patterns. Kompas.com shows a relatively balanced distribution between the Soften and Strengthen categories, each reaching 25%, while Attitudinal Lexis and Intensifier each account for 20%. This pattern indicates that Kompas.com strives to maintain a balance between strengthening and softening evaluations, making the arguments appear more moderate and cautious. Meanwhile, Detik.com is more dominant in using the Strengthen category at 27.78%, indicating a tendency to assert or reinforce judgments on the issues discussed. The use of this strategy indicates that Detik.com is more inclined to create a sense of urgency and emphasize the importance of an event or policy. The example is depicted as follows:

Excerpt 6

*Jika klaim Katz itu dikonfirmasi, maka kematian Larijani akan menjadi pembunuhan tingkat **paling tinggi** (force: intensifier) dalam perang antara Iran melawan AS dan Israel. (17/3, Detik.com)*

"If Katz's claim is confirmed, then Larijani's death will be **the highest-level** (force: intensifier) assassination in the war between Iran and the US and Israel." (17/3, Detik.com)

In the example provided in excerpt 6, the phrase "*the highest-level assassination*" is categorized as *graduation: force: intensifier* because the superlative expression "*highest-level*" amplifies the degree of significance attached to the event. Rather than adjusting category boundaries, it strengthens the evaluation by presenting the assassination as exceptionally important and unprecedented within the conflict. Additionally, the next excerpt is the example extracted from Kompas.com.

Excerpt 7

*Ali Larijani dikenal sebagai **salah satu** (focus: soften) tokoh berpengaruh dalam pemerintahan Iran. (17/3, Kompas.com)*

Ali Larijani is known as **one of** (focus: soften) the influential figures in the Iranian government. (17/3, Kompas.com)

The phrase "*salah satu*" (one of) functions as *focus: soften* because it softens the degree of category membership. Rather than identifying Larijani as the most influential figure, the article cautiously presents him as one of several influential figures within the Iranian government. This linguistic choice helps maintain journalistic objectivity by avoiding an overly strong claim about Larijani's status. At the same time, it still recognizes his political importance while leaving room for other influential actors within the Iranian power structure.

In the Engagement system, both Kompas.com and Detik.com are dominated by the heterogloss category, with percentages of 68.75% and 66.67%, respectively. This finding indicates that both media tend to present various sources of voices, expert opinions, or other perspectives in their editorials. Heterogloss serves to expand the dialogic space and enhance the legitimacy of the arguments presented to the readers. Meanwhile, the relatively lower employ of Monogloss indicates that neither medium fully presents a single viewpoint but rather strives to build arguments through support from various sources deemed credible. The dominance of heterogloss indicates that both media strive to present more argumentative and persuasive editorials by utilizing various references as the basis for evaluation. The example of engagement can be found below:

Excerpt 8

Larijani terakhir terlihat di depan umum pada Jumat (13/3) waktu setempat. (17/3, Detik.com)

Larijani was last seen in public on Friday (13/3) local time. (17/3, Detik.com)

This statement is presented as factual information without referring to alternative voices or perspectives. The journalist presents the information as an accepted fact, reducing opportunities for alternative interpretations. As a result, this line is categorized as monogloss. Moreover, the following excerpt elucidates the example of heterogloss found in the data.

Excerpt 9

*"Menteri Pertahanan Israel, Israel Katz, **mengklaim** bahwa pejabat keamanan Iran, Ali Larijani, tewas dalam serangan Israel."* (17/3, Kompas.com)

*"Israeli Defense Minister, Israel Katz, **claimed** that Iranian security official, Ali Larijani, was killed in an Israeli attack."* (3/17, Kompas.com)

The reporting verb "claimed" introduces the voice of Israel Katz rather than presenting the information as an established fact. By attributing the statement to a specific source, the journalist of Kompas.com acknowledges an external perspective and leaves room for alternative viewpoints or future verification. This expression demonstrates journalistic neutrality because the journalist does not directly endorse the truth of the statement. Instead, the article of editorial positions the information as Katz's claim, allowing readers to recognize that the report remains contested and unconfirmed. The use of "claimed," therefore, creates dialogic openness and reflects a heteroglossic stance in the news text.

Discussion

The results of the research in this study reveal that the attitude system is the most prominent Appraisal mechanism employed in the editorials of Kompas.com and Detik.com. The Judgment category is the most present aspect on Kompas.com, while the Affect category is more prevalent on Detik.com. The results reveal that Kompas.com tends to appraise public issues by assessing the behavior, capacity, and responsibility of social actors and the government, while Detik.com more commonly develops meaning through emotional responses regarding an incident. For example, in the editorial of Kompas.com, there may be terms such as "The government shows a lack of seriousness in addressing the issue" or "This policy reflects a weak commitment to the public's interests." Those comments are the sort of judgement that implies the evaluation of the conduct and the ability of social actors. On the other hand, Detik.com editorial can choose to

use the wording “The public feels concerned about the impact of the policy” or “The public hopes the government will take concrete steps soon.” This example illustrates the use of affect since it conveys the feelings and hopes of the community. These findings are in line with Susanto and Bimo's research (2023), which indicated that judgment is the most prominent attitude type in Indonesian online media editorials because it is utilized to establish the media's perspective on a topic.

The dominance of judgment on Kompas.com also confirms the findings by Rohimajaya and Hamer (2022) which indicated that The Jakarta Post's editorials used judgment and appreciation extensively in evaluating the government's activities during the Covid-19 pandemic. For example, “The program is a strategic step that deserves appreciation.” The journalist prefers to use the word “appreciation” because he wants to evaluate the quality of a policy or phenomenon. In contrast, negative appreciation, such as in “The policy has the potential to create new problems for the community,” suggests that the media does not just evaluate to inform but also to construct an ideological perspective on a policy or social event.

In the Graduation system, both media tend to utilize evaluation strengthening tactics through the “Strengthen” category; however, Kompas.com keeps the balance between strengthening and softening. Martin and White (2005) state that graduation is used to manage the strength of an evaluation. For example, the phrase “This policy failed” is a normal evaluation, but “This policy completely and utterly failed” demonstrates the use of strengthen because it intensifies the evaluation. Meanwhile, the line “This policy seems less effective” is a type of soften, as it reduces the strength of the evaluation. The prevalence of strengthening in Detik.com shows that this media tends to utilize intensification tactics to stress the seriousness of a problem and attract readers' attention to the effects of an occurrence.

The Heterogloss category dominated both Kompas.com and Detik.com in the Engagement system. These data suggest that both media are actively promoting the different sources in their editorials. For example, ‘According to economic observers, this policy risks increasing inflation’ or “Several experts assess that the government's measures are still not optimal”. The statement is considered heteroglossic because it involves external voices to support the media's argumentation. On the other hand, the statement “This policy clearly harms the community” is a monogloss since it is only one voice and does not reference additional sources. This is consistent with the findings of Akhiroh (2022) that the aspect of interaction is employed to increase the legitimacy of media arguments through the

incorporation of expert views, public figures, or other external sources.

Overall, the findings of this study confirm the findings of Risdianto et al. (2024) that the Appraisal device is able to uncover the ideological tendency of the media by consistently evaluating particular actors and institutions. For instance, the vast majority of unfavorable assessments leads to the formation of a bad image of the government by the constant use of expressions like "government incompetence," "problematic policies," or "steps that are not in favor of the people" in editorials. Alternatively, the usage of language like "the government's progressive steps," "targeted policies," or "success of national programs" will create a good image of the government. The choice of evaluative language in editorials is therefore not neutral. It is a way for the media to position an ideological stance and to affect how readers comprehend the social and political issues being examined.

CONCLUSIONS

The examination of editorials on Kompas.com and Detik.com based on the Appraisal system shows that both media use the elements of Attitude, Graduation, and Engagement to create evaluations and ideological stances on the subjects presented. Generally, the category of Judgment dominates Kompas.com indicating that it is more focused on moral and social appraisal of actors or policies, while Detik.com dominantly exploits Affect by emphasizing emotional factors and reader interaction. In the Engagement system both media are equally dominated by Heterogloss which shows a tendency to present diverse voices in order to reinforce the editorial reasoning. These findings imply that the use of evaluative language in editorials is not neutral nor random but is rather employed as a discursive tactic to create a certain point of view and to depict the media's ideological proclivities for the readers.

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