Disclosing Social Identity from The Netizens Responses to The Indonesian Presidential Election Announcement: Appraisal Framework

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Abstract. The presence of social media appears to be the hardest to restrain people from posting captions, sharing photos and videos, or merely leaving comments. Throughout the time of the presidential election, the Indonesian social media were embroidered with the dispute between Jokowi's and Prabowo's influencers. This 'battle' reached its climax when Joko Widodo was announced to be the winner. The netizens' comments on the announcement of the Indonesian presidential election posted on the lambe_turah Instagram page are the center of attention of this study. Due to the great amount of the comments, the data were randomly limited to the first 100 comments involving both allies. Since most prior researches were conducted with a psychological approach, this article endeavors to see people's identity from a linguistics viewpoint. The Appraisal framework was applied to classify the data. The results of the study divulge the social identity between the two parties. Jokowi's followers were likely to deliver their satisfaction by deriding their opponents. These findings are reinforced with the linguistic evidence revealing the upmost presence of Judgement over Affect and Appreciation; both negative and positive. Likewise, Prabowo's influencers also declared their disaffection and distrust by scoffing KPU and their contenders. Their Attitudes are negatively conveyed for the most part. In conclusion, the netizens' written remarks left on lambe_turah Instagram post are assessed containing Attitudes, in which the writers tend to show negative Attitudes to the group they do not belong, no matter they win or lose.

Keywords: Netizens, Comments, Appraisal, Attitude, Social Identity

1. Introduction

The Indonesian people voted in the 2019 Presidential Election. The two contenders for the president were incumbent President, Joko Widodo, and Prabowo Subianto Each of the candidates was supported by their loyal influencers. They frequently expressed their support using social media platforms such as Twitter Instagram, and Facebook. Their support was frequently conveyed through memes, photographs, news stories, or simply comments on any posts relevant to both candidates. Leaving comments in the opponent's posts seemed to be an effective way for each supporter to 'beat' their rival. Throughout the time of the presidential election, the Indonesian social media were crowded with the political strife between '*Cebong*' and '*Kampret*.' *Cebong* (tadpoles) is

a name given by Prabowo's supporters to disparage Jokowi's fans. Conversely, Jokowi's influencers dub Prabowo's devotees 'Kampret' (small bats) as an attempt to discredit them.

The climax of the fight was when Joko Widodo has been re-elected and announced to be the winner of the election. On top of that, The General Elections Commission (KPU) officially declared the final vote tally in the earlier hours ahead of the schedule. "lambe _turah", a widespread followers gossip account in Instagram, recorded a tremendous number of comments on the news reporting the pronouncement of the final election result. It reached over 35 thousand comments in only three days. This study endeavours to evaluate the attitude of the candidates' influencers reflected in the remarks jotted down in *lambe_turah* account concerning the announcement of the upcoming president from the Appraisal framework. Similar studies appertaining to text media evaluated with appraisal had been conducted in advance. (Pusparini, Santosa, & Djatmika, 2017) analyzed the news about the execution of Duo Bali Nine published in four English newspapers; The Jakarta Post, The Jakarta Globe, The Sidney Morning Herald, and The Guardian Australia. It is to compare the determination of each writer toward the case, particularly on the subject of the death penalty policy in Indonesia. The text was appraised from all aspects including attitude, graduation, and engagement. (Azhira, Sinar, & Suriyadi, 2016) compared the attitude aspect of three Indonesian newspapers (Media Indonesia, Republika, Kompas, reporting the news concerning catastrophe, economics, corruption, crime, and politics. It purposes to discover the scheme of occurrence of the attitude aspects covering affect, judgment, and appreciation from each of the newspapers. Another paper applying appraisal for evaluating the language features on text media was composed by (Alimin, Thahara, Risdianto, & Java, 2019). Their focus of analysis was the trick of political identity reflecting on the news text reporting the 212 reunion movement published in *Tirto* online media.

The dissimilarity of the media and the text type examined appears to be the gap for this study. The findings of this study evince a strong connection between language evaluation and social identity.

2. Methodology

This is a descriptive qualitative study. The data were collected from the comments on the *lambe_turah* page that posted a picture of a headline about the presidential election announcement from General Election Commission in the form of words, phrases, or clauses.

Due to the great amount of the comments, the data were randomly collected and were limited to the first 100 comments involving both allies. The Appraisal framework was applied to classify the data. (Martin & White, 2005) design the Appraisal theory to evaluate the language engaged in communication, disclosing how users convey Attitude (Affect, Judgement, and Appreciation), examining how writers convey intentions in gradable attitudes of positivity and negativity (Graduation).

3. Result and Discussion

The Appraisal analysis of Jokowi's supporters' comments

Among100 comments selected, 74 expressions containing Appraisal were identified. The scrutiny of each data is presented in table 1.

Table 1. The Appraisal Analysis of Jokowi's Supporters' Comments

	Attitude		Graduation	
	(+)	(-)	Force	Focus
Affect	5	10	14 (raise)	1 (sharpening)
Judgement	22	30	51 (raise)	1 (softening)
Appreciation	1	3	1 (med), 3 (raise)	

There was a feeling of excitement found in the comments made by Jokowi's followers. In expressing their victory, they are engaged with their emotions and the situation. The biggest number of negative judgement (30) showing in the statistical table divulges an unexpected finding that in responding to the announcement of Presidential Election of 2019, they tend to underrate their rival in spite of the fact that they also feel proud of Jokowi. On top of that, the statements jotted down are mostly conveyed in raised Graduation signifying that they are overcome with emotion.

The following are examples of expressions evaluating each aspect of Attitude.

 a.   The comments appraising feelings (Affect)

There are three different types of expressions relating to affect in these criteria. The first is the emotion released by the writers to convey their own feelings, the second is the declaration expresing admiration for Jokowi, and the third is the expression intended to taunt their rival.

The first type of expression is mostly delivered in a positive attitude. Below is the example:

> ***"Rasanya plong banget nih... Apresiasi setinggi tingginya** untuk para petugas KPPS...KPU...Bawaslu dan semua pihak terlibat atas kesuksesan Pemilu 2019...."*
> (Eng: it's **huge of relief**…**My deep appreciation** for KPPS officers ... KPU ... Bawaslu and all parties involved in the success of the 2019 election ....)

The first example encompasses two expressions positively evaluated in Affect. The word '*plong'* (relief) collocated with '*banget'* (huge) shows an immense satisfaction of a long wait of the official announcement. In addition, the writer also intends to share her happiness by expressing her appreciation and thanks to all the officers involved in the election. This strongly implies that the writer is a type of person who has a grateful personality.

However, not all the expressions placed in the first type delivered in a positive way. There are some comments revealing the annoyance of the writer due to the dissatisfaction of the opponents. The following is one of the examples.

*"bodoh sekali mereka mbak. **Pengen ketok pala nya"***
(Eng: They are so stupid. **Wanna knock their head off**.")

The emotion of the writer is clearly manifested in the utterance of '*Pengen ketok palanya*' proclaiming her anger and this is evaluated as realis Affect: dissatisfaction, specifically displeasure.

The second type of expression is all conveyed in a positive attitude. Jokowi as the incumbent president has crowds of loyal fans who are swept up in the euphoria of victory. They will always try to convince their rival that Jokowi deserves the triumph. The following is one of the examples.

*Jika ia menang berarti banyak yg mendukung dan **banyak yg suka**.*
(He wins, meaning that many people support and **many people like him**)

Through the utterance, the writer claims that many people are happy and enthusiast (Affect: Happiness) to welcome Jokowi as the president of Indonesia for the second time.

The third type of expression is not regarded as likely to happen. People normally demonstrate happiness, gratitude, and other positive reactions in a situation that meets expectations. Here, in communicating their satisfaction, some netizens satirize the emotion of the presidential contender as exemplified below.

*"CIEEEEEEEEEEEE.....YANG **SAKIT HATI** KARENA PASLONNYA KALAH"*
(Eng: LOOK WHO'S **HURT** AFTER LOSING THE ELECTION)

It is not the writer who feels the pain but he is only trying to play with the opposers' emotions as a way to get a sense of satisfaction. Moreover, all words are typed in capital letters to mark that his feeling is evoked in his writing.

Similar to the prior example, the following expression also purposes to tease the opposing side, but with a different appraising object.

*"kok jd keliatan bodohnya dobel yah,sis ahahhaha **kita ketawain** aja"*
(Eng: someone is a few clowns short of a circus, lol **we should laugh at her**)

The appraising object of the utterance is the writer who demonstrates her happiness with a cynical laugh for her foe. In Appraisal, this is categorized into Affect: Happiness: Cheer: Surge of Behavior.

 b.   The comments appraising behavior (Judgement)
There are two kinds of Judgements found in this category; positive and negative. Positive Judgement is, in particular, addressed to Jokowi and The General Elections Commission (KPU), while negative Judgment is directed to Prabowo's supporter. Surprisingly, the number of negative Judgment is bigger than the positive one. The following are the examples of positive Judgements.

*"Allah memberi **pemimpin yg terbaik** buat negri ini..."*
(Eng: Allah provides this country **the best leader…**)

*"suara naik dari 2014, berarti banyak yang ngakui kalo **kerjanya bagus,**"*
(Eng: The votes is increasing since 2014. It is a proof that he puts in a good performance)

The compliment is delivered based on the past performance of Jokowi as president. It is evaluated as a moral Judgement of praise for it does not appraise Jokowi as a person. Likewise, a moral Judgement of praise is also given to KPU to appreciate its best effort to manage and run the election, as shown in the following examples.

*"mereka **mengerjakan tugas dengan baik**..."*
(Eng: They did a **good job**)
*"kpu **kerja keras kalian sangat jempol**"*
(Eng: KPU, **two thumbs up** for your work)

The negative Judgement is unexpectedly found for the most part in the Appraisal analysis. Most of the remarks are made to insult the defeat suffered by the opposer. There are two types of negative judgement classified in this category; moral judgement of condemnation and personal judgement of criticism. The following are the examples of the expressions containing moral judgement of condemnation

*"PARA PENDUKUNG PASLON YANG **ALAYNYA MINTA AMPUN**"*
(Eng: THESE SUPPORTERS ARE **SUPER-DUPER TACKY**)

'*Alay'* is an Indonesian slang words describing someone who has bad manners. The word chosen specifically with intensifier raised and capital letters-typed indicates a strong intention of the writer to 'attack' the moral issue of the rival. A similar expression evaluating moral judgement can also be seen in the utterance of "*Kalo kalah yaudah kalah aja si, gosah **memperkeruh suasana**"* **(**Why don't you just take your loss and stop **making the situation worse).**

In demonstrating the overwhelming victory, the Jokowi's supporters are not only condemning Prabowo's supporters morally but also taunting them personally. The comments are concerning with the normality and ability of the appraising object. The examples below are the abusive remarks addressed to Parbowo's supporters.

*"emang bener ya kalian **NOTHING BRAIN**"*
(Eng: you truly have **NO BRAIN**)

*"**bodoh sekali** mereka mbak"*
(Eng: **how stupid** they are).

c.   The comments appraising things or situation (Appreciation)
This category gains the smallest number compared to the others. It means that the netizen, especially Jokowi's followers do not draw much attention to the situation. There are only found two expressions containing the assessment of Appreciation. Both of them are concerning with the hope that Indonesia will be better in the future. It can be seen in the remark of "….dan semoga *Indonesia tetap damai (*I wish for **peaceful Indonesia***) *" which is classified into positive Appreciation, particularly Reaction: Impact.

The Appraisal Analysis of Prabowo's Supporters' Comments

Table. 2 The Appraisal Analysis of Prabowo's Supporters' Comments

Attitude			**Graduation**	
	(+)	(-)	Force	Focus
Affect	2	13	16 (raise)	-
Judgement	1	37	38 (raise)	-
Appreciation	1	17	17 (raise)	1 (sharpening)

People normally feel sad when they do not meet their expectations. The same feeling is experienced by Prabowo's influencers who dissatisfied with the result of the election. It is linguistically proven with the statistical findings presented in the table 2. The numbers shown in the table indicate that the defeated party responds emotionally to the official announcement of the Presidential election. Most expressions are negatively appraised and classified into Judgement, for the most part, signifying that they are frustrated with their rival. The more detail description of each classification is explained below.

a.   The comments appraising feelings (Affect)
There are two positive Affects found in this category. However, those are in fact to express contempt for the situation, although delivered in the feeling of admiration. The remarks aim to cast doubt on the validity of the electoral process, as seen in the following examples.

> *"Jika ini MURNI InshaAllah **IKHLAS"***
> (Eng: I **SINCERELY ACCEPT** the result if it is FAIR)

Someone who is '*ikhlas'* should wholeheartedly accept any condition for better or worse, but there is a conditional acceptance lies in the word of '*ikhlas'* conveyed by the writer. She does not fully trust the result of the count. Nevertheless, this writer is the only netizen showing a positive attitude in responding to the news which does not satisfy her expectations.

Another example classified into positive Affect is shown in the expression of '*aku cintaa negarakuu iniii*" (I'm **so in love** with my country). An expression showing admiration should be categorized into Affect of Happiness. The word '*cinta'* written in such a long word emphasizes the strength of the feeling. However, it intends to

demonstrate annoyance instead of delivering a compliment. Considering the context of the situation, this datum goes to a negative attitude.

The study reveals that the feeling of loss experienced by Prabowo's loyal supporters is mostly manifested in anger and sadness. The expression of sadness can be clearly seen in these examples.

> *"Ya allah yarabb **sedih** melihat ketidakadilan di negri sendiri."*
> (Eng: Oh God Almighty, how **sad** to see the injustice in our own country)

> *"Sungguh bnyk rakyat yg **bersedih** atas kemenangan ini"*
> (Eng: many people must be **sad** over this victory)

Both of the utterances are classified into Affect of Unhappiness with the word '*sedih'* as the appraising item.

The official announcement of the presidential election broadcasted earlier than the schedule had fueled the anger of the losers. They insist that they suffer the injustice of being defeated. They give vent to their anger by mocking the opponent, as seen in the following example.

> *"krna lo dkung 01 mgknya lo ngmong gini **bacot bngsat**!"*
> (Eng: it's because you're 01's follower, **you son of a bitch**!)

The displeasure feeling of the writer is marked with the delivery of swearing word '*bacot bangsat'* and his manner made it obvious that he is in a temper.

 b.   The comment appraising behavior (Judgement)

The evaluation of the comments containing Judgement clarifies that almost all of the remarks jotted down by Prabowo's enthusiasts are undervaluing the credibility of KPU, disregarding the victory of Jokowi, and taunting the followers personally. They keep sounding that Jokowi should not be the winner and insist to declare that the election was full of unfairness. The comments containing moral judgement of condemnation are conveyed to KPU and Jokowi as exemplified in the following expressions.

> **"*Curang** iihhh katanya tgl 22 pengumuman, ..."*
> (Eng: It's **unfair**. The announcement should be made on 22 of May)

> *"menang dengan **kebohongan, kezaliman**,..."*
> (Eng: winning with **lies, tyranny**,…)

> *AMIT AMIT, **CURANG TERUS***
> (Eng: GOSH, **ALWAYS CHEATING**)

Furthermore, the personal judgement of criticism is addressed to the followers of Jokowi such as "*PEMBELA KPU DAN HASIL PEMILU YANG DIBANGGAIN **BEGO SEMUA**..*" (KPU supporters and everyone accepting the result of the general election are all **STUPID**). The word '*bego*' strongly attacks the capability of the followers for it is conveyed in raised Graduation and is typed in capitalized letters.

From all data containing judgement evaluation, only one datum found showing a positive attitude as seen in the following.

> *tetap semangat abang sayang @sandiuno abang **tetap pemenang dihati aku***
> (Eng:keep your chin up, dear @sandiuno. **You're still the winner in my heart**.)

The fail of Prabowo for becoming the new president is not the writer's focus of attention. Instead, she gives her personal judgment of praise to Sandiaga uno who was the vice presidential candidate.

c.   The comments appraising things or situation (Appreciation)

Similar to the evaluation of Affect and Judgment, the data found in the group of Appreciation also contain the distrust of Prabowo's influencers. They find the focus to comment on the situation of the country and the victory of Jokowi. Below are the examples of the remarks comprising the negative appraisal of Appreciation.

> *"kemenangan yg semu,,,penuh dgn kecurangan,,,"*
> (Eng: **False victory…full of cheats**)

> *"kecurangan yang elegan"*
> (Eng:what an **elegant dishonesty**)

> *"negara lawak ini"*
> (Eng: **This country is so funny**)

All utterances are communicated in raised Graduation signify that the writers put strong intention and involve their emotions in the comments they jotted down

4. Discussion

The presence of social media can be really used on the same basis as we would evaluate a person's personality. Some studies reveal that social media is the reflection of someone's real life. (Liu, Preot, & Ungar, 2016) had investigated personality through social media profile picture choice. The research comes to a strong conclusion that each personality trait has a specific type of profile picture posting. Further, (Marshall, Marshall, Lefringhausen, & Ferenczi, 2015) examined the *Big Five* human personality dimensions engaged with the topics people write about in Facebook status updates. The

result of the study exemplifies that one's personality trait can be reckoned simply from social media status.

In the same way, comments written on a post are also believed to be capable of divulging people's identity, and social identity for a wider scope. Social identity is part of psychology theory. Tajfel as cited in (Mcleod, 2008) proposed that "the groups (e.g. social class, family, football team, etc.) which people belonged to were an important source of pride and self-esteem." In an attempt to increase the self-esteem, people oftentimes get involved in a quarrel with the group they do not belong to. The same thing happens between the followers of Jokowi and Prabowo. In divulging the social identity of the netizens, appraisal theory plays an important role in evaluating the attitude and the degree of emotions contained in the language delivered to the out-group. The findings of the study disclosed that both parties stubbornly insist that they are the winner of the 'game'. The comments sorted from the Instagram page of *lambe_turah* were not only occupied with the victory exhilaration of Jokowi's lovers but also the discontent of Prabowo's fans. Both parties apparently turn to be Zealots when arguing that KPU was to blame and Jokowi should never be the winner. It is clearly evinced that in expressing their excitement, Jokowi's followers were likely to show their smug satisfaction by deriding their opposers; although Jokowi has officially announced winning the election. Likewise, Prabowo's influencers were also eager to convey their disaffection and distrust by scoffing KPU and their contenders.

5. Conclusion

The social media phenomena are unfailingly enthralling to discuss. Every post containing controversial issues must leave a tremendous number of comments and the comments are mostly encompass the emotions of the writers. The netizens' written remarks left on *lambe_turah* Instagram post are assessed containing Attitudes, in which the writers have a natural tendency to behave improperly towards other social groups they are not associated with. The findings of this study accentuate the premise saying that social identity could be drawn through language evaluation. There appears a strong connection between the disclosing of social identity and the appraisal analysis.

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