

APPRAISAL IN JOKO WIDODO'S AND SUSILO BAMBANG

YUDHOYONO'S SPEECHES AT APEC CEO SUMMIT

A GRADUATING PAPER

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A FINAL PROJECT STATEMENT

I declare that this thesis is my own and I am completely responsible for the contain of this thesis. All the sources that I have used or quoted have been indicated and acknowledge by means of complete refferences.

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ABSTRACT

This research explores the appraisal devices in two controversial speeches. The speeches are Joko Widodo's speech at APEC CEO Summit, Beijing China in 10th November 2014, and Susilo Bambang Yudhoyono's speech at APEC CEO Summit, Bali in 6th October 2013. These speeches are analyzed by using appraisal theory, it concerned with attitude, engagement, and graduation. The objectives of this research are to find out how the appraisal devices applied in these speeches, the function of appraisal devices in these speeches, and the similarities and differences between these speeches. This research is descriptive qualitative research. There are two data in this research, they are main and supporting data. The main data is the utterances of Joko Widodo and Susilo Bambang Yudhoyono in their speech, specially the utterances that contain of appraisal devices: attitude, engagement and graduation. The supporting data consist of the whole speeches and the information related to the research that obtained from some books, articles, and websites.

The results of this research show that, the three devices of appraisal are applied in both speeches. The function of applying these appraisal devices is to convey their strong feeling positively to achieve the prosperity of life by making good cooperation. In delivering the speech, Joko Widodo uses negative judgement but Susilo Bambang Yudhoyono does not use it. Beside, Susilo Bambang Yudhoyono uses negative appreciation and Joko Widodo does not use it. The most dominated engagement in both speeches is monogloss, Joko Widodo is more subjective in delivering the speech. It can be seen from the using of monogloss, 65,85 % by Joko Widodo, and 37,50% by Susilo Bambang Yudhoyono. The most dominate graduation in both speeches is force.

Keywords: *appraisal, attitude, engagement, graduation, and speech*

ABSTRAK

Penelitian ini menyelidiki sistem appraisal yang terdapat pada dua pidato yang menjadi kontroversi. Kedua pidato ini adalah pidato Joko Widodo di konferensi APEC CEO Beijing Cina, 10 November 2014 dan pidato Susilo Bambang Yudhoyono di konferensi APEC CEO Bali 6 Oktober 2013. Pidato-pidato ini dianalisis menggunakan teori *appraisal* terkait dengan *attitude*, *engagement*, dan *graduation*. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana piranti appraisal yang terdapat pada kedua pidato tersebut, menemukan fungsi piranti appraisal yang terdapat dalam kedua pidato tersebut, dan menemukan persamaan dan perbedaan yang terjadi dalam kedua pidato tersebut. Penelitian ini menggunakan penelitian deskripsi kualitatif. Terdapat dua macam data dalam penelitian ini yaitu data utama dan data pendukung. Data utama terdiri dari ungkapan-ungkapan dalam pidato Joko Widodo dan Susilo Bambang Yudhoyono yang mengandung piranti appraisal: *attitude*, *engagement* dan *graduation*. Sedangkan, data pendukung terdiri dari keseluruhan isi pidato dan informasi-informasi terkait penelitian yang diperoleh dari buku, artikel dan website.

Hasil penelitian menunjukkan bahwa, tiga piranti *appraisal* digunakan dalam kedua pidato tersebut. Fungsi menggunakan piranti *appraisal* ini adalah untuk menyampaikan keinginan kuat mereka secara positif dalam meraih kemakmuran hidup, dengan membangun kerjasama yang baik. Dalam menyampaikan pidato, Joko Widodo menggunakan negatif judgement sedangkan Susilo Bambang Yudhoyono tidak menggunakannya. Selain itu, Susilo Bambang Yudhoyono menggunakan negatif appreciation sedangkan Joko Widodo tidak menggunakannya. *Engagement* yang paling mendominasi pada kedua pidato tersebut adalah *monogloss*. Joko Widodo dinilai lebih subjektif dalam menyampaikan pidato, hal ini dapat dilihat dari penggunaan *monogloss* sebanyak 65.85% oleh Joko Widodo, dan 37,50% oleh Susilo Bambang Yudhoyono. *Graduation* yang paling mendominasi pada kedua pidato tersebut adalah *force*.

Kata kunci: *appraisal, attitude, engagement, graduation, dan pidato*

MOTTO

***One thing for sure, there is a happy ending for
every struggle***

(Kamal Abdul Aziz)



DEDICATION

Sincelery, I dedicate my graduating paper to:

My mother and father, Ibu Rusidah and Bpk Bunandar

My beloved brother and sister, Mas Sholihun and Mbak Yuni Astuti

My nice causins, Abrisam Anas Najwan and Akmil Naufal Imam.



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Furthermore, the researcher recognize that this research paper is very far from perfect due to limited knowledge of the researcher. Therefore, critics and suggestions always need by the researcher for the perfection of this paper. Finally, the researcher hope that all parties whom the researcher has mention above achieve reward from Allah. In addition to that, hopefully can be useful for the readers.

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Yogyakarta, 21 March 2016

The researcher


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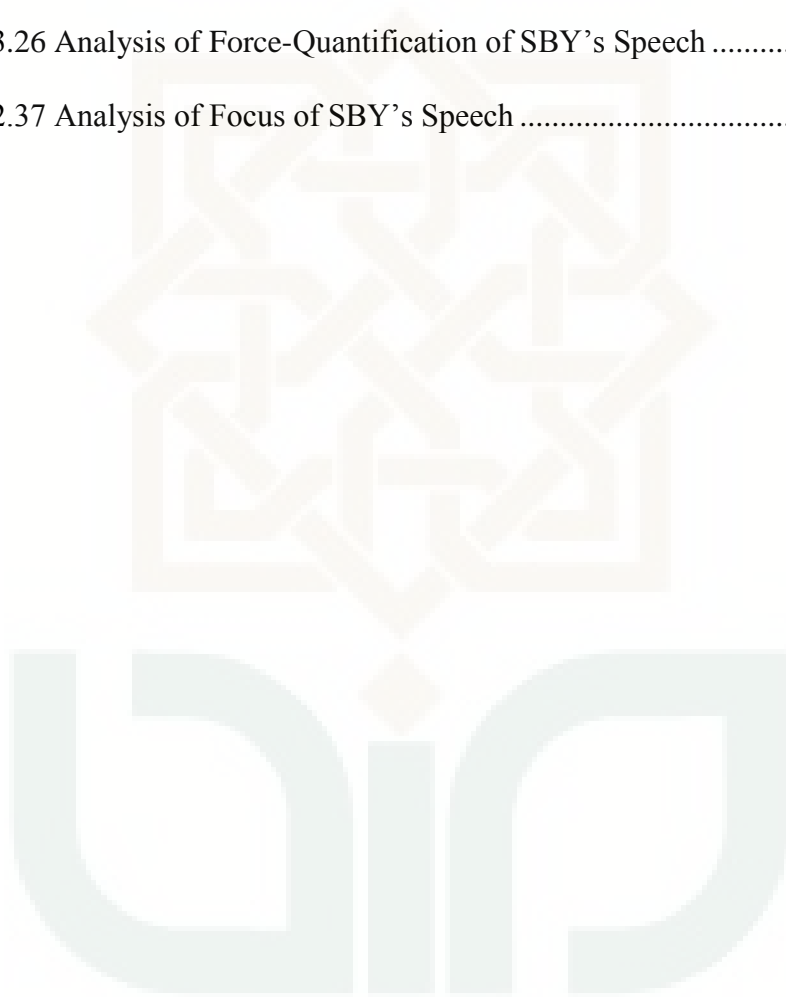
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CHAPTER I

INTRODUCTION

1.1 Background of Study

Language has very significant function in the society. Trudgill said that language is not only a means of communication, moreover, language is an important aspect to make a good interaction in the societies (Rambing Tu, 2014: 01). A good interaction will be occurred if the people communicate by using the same language. By using it, the information will be easier to be understand. The importance of using the same language in communication also has stated in holy Qur'an Surah Ibrahim verse 04:

وَمَا أَرْسَلْنَا مِنْ رَّسُولٍ إِلَّا بِلِسَانِ قَوْمِهِ لِيُبَيِّنَ لَهُمْ
فَيُضِلَّ اللَّهُ مَنْ يَشَاءُ وَيَهْدِيَ مَنْ يَشَاءُ وَهُوَ الْعَزِيزُ
الْحَكِيمُ

“And We sent not a Messenger except with the language of his people, in order that he might make (the Message) clear for them. Then Allah misleads whom He wills and guides whom He wills. And He is the All-Mighty, the All-Wise” (Hilali and Khan, 2011).

Based on the verse above, Allah did not send His messengers (Prophets) except they use the same language like their societies. One of the examples about the way how the Prophets communicate with their society is by giving the speech. The Prophets as the leaders can influence the societies by using their speeches. As the leader, the capability of giving the speech is very considerable. In delivering

the speech, they should use the same language with their societies. Moreover, they should be capable of arranging the language systematically, these aspects are used to make the information delivered clearly.

Talking about the same language in communication, actually there is a language that becomes an International language, it is English. English is used to make the people easier in communicating with the other people around the world. English also used as a means of communication in the International forum. Related to the Surah Ibrahim verse 04 above, as the leaders of the country, they should be capable in speaking English when they speak at the International forum. It is because their speech will give the influence to their societies. Nevertheless, if they cannot speak English, they should ask the translator to translate their language to English. It proves that the capability of speaking English in the International forum is important.

One of the International forums that uses English as the means of communication is APEC summit. The APEC (Asian-Pacific Economic Cooperation) is a regional economic forum established to create greater prosperity with merchandising and investment (apec.org). This summit is held every year in the each APEC member's country. The APEC has twenty two member countries, including Indonesia. The way to communicate in this forum is by using the speech. The leaders or the CEOs who want to speak in this forum, they should use English, including Indonesian president.

In 10th November 2014, Indonesian president, Joko Widodo, becomes delegation to deliver the speech at the APEC summit. He talks about the conditions of Indonesian country. Then, he invites a hundred CEOs to make a good cooperation by making investment in Indonesia. He uses English to deliver his ideas in front of all the CEOs in that forum. His English speech at APEC summit gets many responds from the societies. Some of them agree with Joko Widodo's speech and like it, whereas the others disagree and dislike it. Precisely, societies often compare Joko Widodo's speech with the speech before delivered by Susilo Bambang Yudhoyono as the previous president. Pros and cons happen because of these phenomena.

These pros and cons phenomena can be seen from some people's comments on the internet. These are some examples found from several sources. The first comment comes from Hikmahanto Juwana, the professor of International Law in UI, who prefer to pros with Joko Widodo. He said that, "Joko Widodo's styles reflect Indonesian character in speaking English, he delivers his idea to the point and it becomes his brilliant strategy" (news.liputan6.com). The second comment is cons comment. It comes from Desmond J Mahesa, the member of House of Representatives from Gerindra Fraction. He said that, "In delivering the speech, Joko Widodo is like a salesman who sells his merchandise, rather than a salesman who presents his merchandise" (news.liputan6.com). Another comment comes from Effendi Gazali, the expert of politic communication. He said that "if it is compared with the previous president, Joko Widodo's speech is not better than Susilo Bambang Yudhoyono's speech" (republika.co.id).

Based on the pros and cons phenomena above, comparing Joko Widodo's and Susilo Bambang Yudhoyono's speech is needed to know how Indonesian presidents deliver their idea by using English speech. The speeches compared in this research are Joko Widodo's speech at APEC CEO summit at Beijing China, 10th November 2014 and Susilo Bambang Yudhoyono's speech at APEC CEO summit at Bali International Convention Centre, Nusa Dua, Bali 6th October 2013. The reason why Susilo Bambang Yudhoyono's speech is chosen to be compared because it has some similarities with Joko Widodo's speech; the first, both of the speeches are delivered by Indonesian presidents in the APEC forum. The second, both of the speeches are delivered by using English. The third, the points of the speeches are rather same. It can be seen from its content talking about the limited budget, the poor transport infrastructure, and the lacking of the jobs in Indonesia. The last, the capability of speaking English between Joko Widodo and Susilo Bambang Yudhoyono become pros and cons among the societies.

This research aims to give the information about how Indonesian president show their idea in the International forum. Indeed, it also can give the knowledge to the societies about how to evaluate the speech from the academic side. To determine the English speeches of Indonesian presidents, this research uses appraisal theory. Appraisal theory is a system in a language that determines how the speakers should express themselves in relation to their audiences (Martin and White, 2005:40). Appraisal theory called as the theory of evaluation, it consists of three domains: *attitude*, *engagement* and *graduation*. (Martin and White, 2005: 35). Based on the definition above, appraisal theory is an appropriate theory to

evaluate the speeches of Joko Widodo and Susilo Bambang Yudhoyono at APEC summit.

1.2 Research Questions

Based on the background that is described above, this research has three research questions, they are:

- a. How are the appraisal devices employed in Joko Widodo's and Susilo Bambang Yudhoyono's speeches?
- b. What are the functions of appraisal devices which employed in Joko Widodo's and Susilo Bambang Yudhoyono's speeches?
- c. What are similarities and differences between Joko Widodo's and Susilo Bambang Yudhoyono's speeches?

1.3 Objectives of Study

Related to the research questions above, the objectives of the study are:

- a. To know how the appraisal devices employed in Joko Widodo's and Susilo Bambang Yudhoyono's speeches at APEC CEO Summit,
- b. To know the functions of appraisal devices which employed in Joko Widodo's and Susilo Bambang Yudhoyono's speeches,
- c. To know the similarities and differences between Joko Widodo's and Susilo Bambang Yudhoyono's speeches.

1.4 Significances of Study

This research is beneficial for the lecturers, students, societies, and also for the other researchers. The benefits for the lecturers and students are the results of this research can be used as an addition in teaching and learning about Critical Discourse Analysis specifically in linguistic studies. For the societies, this research can give them the knowledge about how to evaluate the speech appropriately based on the theory. For other researchers, it can stimulate them to conduct other research in the similar topic though has a different point of view.

1.5 Literature Review

This part includes a critical review of previous researches related to the object and the theoretical framework of this research. The first research was written by Juling Wang in 2010, entitled “A Critical Discourse Analysis of Barack Obama’s Speeches”. His research discussed about how the language of Barack Obama’s speech serves the ideology and power in a politics. This research used the qualitative method to analyze and describe some of Obama’s speeches, such as Obama’s Victory Speech and Obama’s Inaugural Address. The writer used Halliday’s systemic functional grammar mainly in the transitivity and the modality point of view to analyze the data. The results of this research reveal that Barack Obama uses simpler words and short sentences instead of difficult ones. His language is easy and colloquial.

The second research is the thesis written by F. X. Nova Anggit Priatmoko in 2013. The title is “Critical Discourse Analysis of Susilo Bambang Yudhoyono

Speech”. Here, there are three objectives to be achieved in this research. They stated as follows: to describe the language, the power, and the ideology used by SBY in his speech about Jakarta bombings. Priatmoko uses descriptive qualitative method and document technique in doing his research. He uses the theory of Critical Discourse Analysis methods by Tomas N. Huckin. The result shows that CDA can explore the relationships among language, power, and ideology. Through the language used, it can be known the strength of power and the purpose of the speaker, which the power is strongly felt and the ideology is clearly seen as well as understandable.

Related to the object of the research, the third research has the similarity with this research, it is the comparison of two different speeches. It was written by Massoud Sharififar and Elahe Rahimi in 2015, entitled “Critical Discourse Analysis of Political Speeches: A Case Study of Obama's and Rouhani's Speeches at UN”. The aim of this research is to survey the art of the linguistic spin in Obama's and Rouhani's political speeches at UN in September 2013 based on Halliday's systemic functional linguistics. It uses qualitative descriptive in analyzing the data. The results of this research show that Obama has applied a colloquial language, consisting of simple words and short sentences that are easy to be understood. Meanwhile, Rouhani has used more difficult words and his languages are rather hard and formal. From the transitivity theory, both of the speeches indicate what the presidents had done in the past and what they will do in the future. From the modality theory, the result of their research reveals that

Obama and Rouhani use easy language for shortening the distance between the presidents and the audiences.

The fourth research was written by Ruijuan Ye in 2010, entitled “The Interpersonal Metafunction Analysis of Barack Obama’s Victory Speech”. He uses a qualitative research design in his data. Ruijuan uses Critical Discourse Analysis by M.A.K Halliday especially in Interpersonal Metafunction. The results of this research are: (1) Positive declarative clauses are recommended to convey information and convince the audiences with positive facts. (2) Modal verbal operators with high modal commitment can show the addresser’s firm determination to finish tasks and build up the addresser’s authority. (3) The frequent applications of “we” and “we”-“you”-“we” pattern help to create an intimate dialogic style, which can shorten the distance between the addresser and the audience and further persuade the audience to share the same proposal of the addresser.

The last previous research which is relevant to this research was written by Indria Haristyanti in 2015, entitled “Appraisal in the 2013 Inaugural Address of President Barack Obama”. There are two problems of the study that are proposed by the researcher. First, what the types of Affect, Judgement, and Appreciation elements used by President Barack Obama in his 2013 inaugural address are. Second, how does the attitudinal positioning function convey the perspective of President Barack Obama. The researcher applies a theory from Martin and White (2005) and limits the data by selecting the utterances that contain adjectives, verbs of emotion (mental process), adverbs, and modalities. The researcher conducts her

study using a qualitative approach. The study shows that President Barack Obama uses all types of Attitude elements in his 2013 inaugural address. The most dominant type of attitude is judgement, the second is appreciation, and the least is affect. By using Appraisal theory, the researcher finds that the attitudinal positioning of Obama as the speaker function wants to give a positive perspective towards his own feelings, the behavior of the American, as well as the phenomena that occurred in the United States of America.

All researches above have some similarities with this research. The similarity is all five researches above discuss about the discourse analysis in the president's speeches. The first and the second researches use president's speech by using Critical Discourse Analysis theory. The third research talks about the comparison of two speeches by using Critical Discourse Analysis theory. In four and five researches, the objects that used are president's speeches by using Critical Discourse Analysis within interpersonal and appraisal theory.

From the researches which have been described, they can help the researcher to do the research. This research uses the same theoretical approach with one research from five researches above, it is Appraisal theory of J.R Martin and P.R.R White. However, it should be clarified that this research is different on a common theme raised in the previous research which discusses Barack Obama's speech, while this research analyzes the comparison of Joko Widodo's and Susilo Bambang Yudhoyono's speech. This research is a different study, because it fills in what has not been touched by the five researchers before.

1.6 Theoretical Approach

This research analyzes the speeches of Joko Widodo and Susilo Bambang Yudhoyono at APEC CEO summit. The theory applied in this research is Critical Discourse Analysis within the appraisal theory (Martin and White, 2005: 7). This theory is chosen to evaluate the English speech of Indonesian presidents. By applying this theory, it can clearly answer the research questions that have stated.

Appraisal theory is the development and extension from Halliday's *Systemic Functional Linguistics (SFL)* especially in interpersonal function. This theory is developed by James Robert Martin (J.R Martin) and Peter Robert Rupert White (P.R.R White). According to Martin and White, appraisal is one of the three major discourse semantic resources explaining the interpersonal meaning. Appraisal itself consists of three interacting domains: *attitude*, *engagement* and *graduation* (2005:34-35). The meaning here cannot be separated from the knowledge of (speaker and listener) or (writer and reader). They may have different interpretations with each other though they listen or read the same thing. The detail information about this theory will be explained in chapter II of this research.

1.7 Method of Research

This section explains the type of research, data source, data collection technique, and data analysis technique.

1.7.1 Type of Research

The method used in this research is descriptive qualitative. According to Nawawi, “the descriptive qualitative is effective in obtaining culturally specific information about the values, opinion, behaviors, and social context of a particular population. Besides, it goes purely with words, clauses or sentences in the form of data. Indeed, the researchers are allowed to make their own interpretation toward the phenomenon based on the theory (Rahayu, 2012: 41). Based on the explanation above, this research is included in descriptive qualitative method, because this research discusses the social phenomena about Indonesian president’s performance. Besides, the form of data in this research is clauses and the data are interpreted based on the appraisal theory.

In addition, the strategy of inquiry in this research is a case study. Robert K. Yin defines the case study research method as an empirical inquiry investigated a contemporary phenomenon with its real life context, when the boundaries between phenomenon and context are not clearly evident, and in which multiple sources of evidence are used (Wahyuni, 2012: 23). This research uses a case study because the theory of appraisal is used to explore deeply the phenomenon about two controversial speeches from Joko Widodo and Susilo Bambang Yudhoyono.

Besides, the library research is used in this research. According to Nasir, “library research is the technique of collecting data by studying deeply in the books, literatures, notes and reports which relate to the problems will be solved”

(2003:27). This research belongs to library research because the data sources come from the script of Joko Widodo's and Susilo Bambang Yudhoyono's speech. So, it does not need to observe the participants in the field or laboratory.

1.7.2 Data Source

According to Arikunto and Subroto, data source is a subject where the data are obtained, while the data is a detailed description of a situation, event, people, interactions and observed behaviors. The data may appear in the form of discourse, sentences, clauses, phrases and words which can be obtained from film, video, magazine, newspaper, novel and so on (Rahayu, 2012: 43).

There are two sources of data used in this research, they are main and supporting data. The main data is the utterances of Joko Widodo and Susilo Bambang Yudhoyono in their speech, specially the utterances contained of appraisal devices: *attitude*, *engagement* and *graduation*. The form of data in this research is the clauses in the scripts of Joko Widodo's and Susilo Bambang Yudhoyono's speech. These scripts are taken from the videos obtained from the youtube. Besides, the supporting data is the whole speeches and the additional information which supports the main data. The information is obtained from some books, articles, and websites that related to the research.

1.7.3 Data Collection Technique

This research uses some steps in the technique of collecting data. The first step starts from watching and listening to the videos closely and repeatedly. The

second, writing the speeches of Joko Widodo and Susilo Bambang Yudhoyono. The third, collecting the clauses contained of appraisal devices.

1.7.4 Data Analysis Technique

After collecting the clauses contained of appraisal devices, the technique of analysis data starts from: the first, classifying the clauses contained of three appraisal devices: *attitude*, *engagement* and *graduation*. The second, explaining briefly about the using of *attitude*, *engagement*, and *graduation* that appeared in Joko Widodo's and Susilo Bambang Yudhoyono's speech. The last step, comparing the appraisal devices in both of the speeches.

1.8 Paper Organization

This research is written in four chapters. The first chapter is an introduction which discusses the background, research questions, objectives of study, significances of study, literature reviews, theoretical approach, method of research, and paper organization. The second chapter contains the exploration of the theories and how the researcher uses the theories in this research. Moreover, this chapter contains the description of APEC, biographies of Joko Widodo and Susilo Bambang Yudhoyono. The third chapter contains the main analysis of the research. The last chapter will give the conclusion of the research which is completed by the suggestion for the future researches.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research applies appraisal theory by J.R Martin and R.P.P White (2005) to analyze Joko Widodo's and Susilo Bambang Yudhoyono's speeches. Joko Widodo's speech gets many pros and cons responds among the people, especially his speech in APEC summit Beijing China. People often compare Joko Widodo's speech with Susilo Bambang Yudhoyono's speech. The results of this research give the information about how Joko Widodo and Susilo Bambang Yudhoyono show their ideas by using English speech.

The results reveal that Joko Widodo and Susilo Bambang Yudhoyono use all types of attitude, they are: affect, judgement and appreciation. In the both of the speeches, the using of positive attitude is more dominant than negative one. The number of positive attitude is 81,25% (49,99% belongs to Joko Widodo and 39,59% belongs to Susilo Bambang Yudhoyono). Besides, negative attitude is 19,52% (10,98% belongs to Joko Widodo and 8,34% belongs to Susilo Bambang Yudhoyono). It means that Joko Widodo and Susilo Bambang Yudhoyono prefer to use positive feeling in delivering the speech.

Whereas, they also use negative attitudes in their speeches, Joko Widodo uses negative judgement, but Susilo Bambang Yudhoyono does not use it. It means that Joko Widodo tries to evaluate people's characters and behaviors by criticizing and condemn them. Besides, Susilo Bambang Yudhoyono uses

negative appreciation, but Joko Widodo prefers does not uses it. It means that Susilo Bambang Yudhoyono tries to give a negative evaluation to the something.

In relation to the using of engagement, Joko Widodo is to be more subjective in delivering the speech. It can be seen from the using of monogloss, 65,85% by Joko Widodo, and 37,50% by Susilo Bambang Yudhoyono. Another type is graduation, Joko Widodo and Susilo Bambang Yudhoyono use all types of graduation, they are: force and focus. By using these types, they try to convey the strong feeling to achieve prosperity.

4.2 Suggestion

In this research, there are a number of suggestions to the next researcher.

1. In conducting the theory the researcher uses appraisal theory by J.R Martin and P.R.R White (2005), but the researcher does not use it in the detail way. It is suggested for the next researchers to use it more detail. For example, the using of genre, prosody, and ideology for strengthening the based theory.
2. This research uses speeches as the object of comparation. For the next researcher it is expected to use other controversial issues.

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APPENDICES

APPENDIX I

The function of Appraisal devices in Joko Widodo's speech.

1. Positive Affect

No of clauses	Form	Type of affect	Appraising items	Function
2b	Invoked	Happiness	I would like to <u>thank you</u> for your coming to my presentation.	To say thanks to the audiences
3a 4a	Invoked	Happiness	Today, <u>I am happy</u> , <u>I am very happy</u> , to be among with you	To show his happy feeling
6b	Invoked	Happiness	So, this morning, I am <u>very happy</u> because we can talk about business	To show his happy feeling that he can give speech
9b	Invoked	Satisfaction	We <u>have a population 240 million</u> and the distance is like from London in UK to Istanbul in Turkey	To show his satisfaction feeling toward the population of Indonesia
10c	Invoked	Satisfaction	We <u>have 17,000 islands</u> . <u>17,000 islands</u>	To show his satisfaction feeling toward the width of Indonesia
25b	Invoked	Satisfaction	As you know, we <u>have 17,000 islands</u>	To show his satisfaction feeling toward the mount of Indonesia
61b	Invoked	Satisfaction	I <u>have experience with land acquisition</u> when I was a governor	To show his satisfaction feeling toward his experiences
68	Invoked	Satisfaction	<u>Ah, this is me</u>	To show his satisfaction feeling toward himself
71	Invoked	Satisfaction	And now the toll road <u>has been used 7 month ago</u>	To show his satisfaction feeling toward his achievement

79c	Invoked	Happiness	I would like to <u>thank you for your listening my presentation</u>	To show to the audiences his happy feeling that have listened his presentation
82	Invoked	Happiness	<u>Thank you, Thank you, Good Morning</u>	To show his happy feeling

2. Negative Affect

No of clauses	Form	Type of affect	Appraising items	Function
	Invoked	n	Now, we <u>have already in Java</u>	To show his dissatisfaction feeling toward the construction
40	Invoked	Dissatisfaction	We <u>have started in Jakarta last year</u>	To show his dissatisfaction feeling toward the construction
43	Invoked	Unhappiness	because you know our national budget is <u>limited</u>	To show his Unhappy feeling toward the limited budget
9b	Invoked	Dissatisfaction	We hope <u>not only</u> the vessels can enter our sea toll but also mother vessels can enter the sea toll	To show his dissatisfaction feeling about the sea toll
3c	Inscribed	Unhappiness	we <u>have a problem here</u>	To show his unhappy feeling toward the problem in Indonesia
64a	Invoked	Unhappiness	1.5 kilometers unfinished because there are 143 families <u>do not accept</u> with the compensation price	To show his unhappy feeling toward the compensation price

3. Positive judgement

No of clauses	Form	Type of judgement	Appraising items	Function
7a	Invoked	Capacity	we <u>can</u> talk about business	To show his capability about talking business
12b	Invoked	Capacity	So we <u>want</u> to channel our fuel subsidy from consumption to the productive activity	To show his capability about managing the problems
14b	Invoked	Capacity	we <u>want</u> to build dams	To show his capability about talking business
16c	Invoked	Capacity	Some subsidy we <u>want</u> to channel to the fishermen	To show his capability in channel the subsidy
19b	Invoked	Capacity	We <u>want</u> to increase the income of the fishermen	To show his capability in increasing the income
20c	Invoked	Capacity	we <u>want</u> to channel to micro	To show his capability in channel the micro
21b	Invoked	Capacity	We <u>want</u> to help them raise their working capital	To show his capability in channel the micro
22c	Invoked	Capacity	some subsidy we <u>want</u> to channel to the health program	To show his capability in channel the health program
3c	Invoked	Capacity	subsidy we <u>want</u> to channel to the infrastructure	To show his capability in channel the infrastructure
24b	Invoked	Capacity	In 5 years we <u>want</u> to build 24 seaports and deep seaports	To show his capability in build seaports
27	Inscribed	Capacity	This is your <u>opportunity</u>	To show the APEC's member capability in

				investment
33b	Invoked	Capacity	we <u>want</u> to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island	To show his capability in build the infrastructure
38b	Invoked	Capacity	Now we <u>talk</u> about mass transportation	To show his capability in talking about mass transportation
39b	Invoked	Capacity	We <u>want</u> to build our mass transportation in 6 big cities in Indonesia	To show his capability in built mass transportation
41b	Invoked	Capacity	we <u>want</u> to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya	To show his capability in built the infrastructure
42	Inscribed	Capacity	<u>This is your opportunity</u>	To show the APEC's member capability in investment
44b	Invoked	Capacity	Now we <u>talk</u> about our maritime agenda	To show his capability in talking about maritim agenda
45b	Invoked	Capacity	We <u>want</u> to build sea toll	To show his capability in built sea toll
48b	Invoked	Capacity	we <u>want</u> to build from the west to the east	To show his capability in built dams
60b	Invoked	Tenacity	I <u>will</u> push my ministers, my governors, my mayors,	To show his dependable in pushing the ministers, governors and mayor

60d	Inscribed	Capacity	to help <u>clearly</u> this problem	To show his capability in clear the problem
74	Invoked	Capacity	We have national one-stop service office that <u>can help</u> you	To show one-stop service's capability in helping
75	Inscribed	Tenacity	that <u>will</u> serve you	To show his dependable in serve the investors
76	Inscribed	Tenacity	that <u>will</u> facilitate you	To show his dependable in facilitate the investors
77	Invoked	Tenacity	that <u>will</u> give you your business permit	To show his dependable in giving bussiness permit
80b	Invoked	Capacity	We are <u>waiting</u> for you to come to Indonesia	To show his capability in waiting the investors
81b	Invoked	Capacity	We are <u>waiting</u> for you to invest in Indonesia	To show his capability in waiting the investors

4. Negative Judgement

No of clauses	Form	Type of judgement	Appraising item	Function
59d	Invoked	Normality	all most of them, they always <u>complain</u> about land acquisition	To show the investors's complain about land acquisition
63a	Invoked	Capacity	We have a project, Jakarta Outer Ring Road, started 15 years ago but it <u>stopped</u> 8 years ago	To give the information about the stopped projet
64a	Invoked	Capacity	1.5 kilometers <u>unfinished</u> because there is 143 families do	To give the information about unfinished construction

			not accept with the compensation price	
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5. Positive appreciation

No of clauses	Form	Type of appreciation	Appraising items	Function
1	Invoked	Reaction	Our national budget on 2015 is \$167 billion and for fuel subsidy is \$27 billion, <u>it's huge</u>	To show how huge the budget of Indonesian country
70b	Invoked	Reaction	And the problem is <u>cleared</u>	To show how clear the problem

6. Monogloss

The using of monogloss in Joko Widodo's speech is to show that Joko Widodo uses his fresh and original idea in delivering the speech. It proved by the using of pronouns "I, me, and we" in his speech.

No of Clauses	Monogloss of Joko Widodo's speech
1	On behalf of Indonesian Government and the people of Indonesia
2a	<u>I</u> would like to thank you for your coming to my presentation
3a	Today, <u>I am</u> happy
4a	<u>I am</u> very happy, to be among with you
6a	<u>I am</u> very happy because we can talk about business, about investment with all of you
9a	<u>We</u> have a population 240 million and the distance is like from London in UK to Istanbul in Turkey
10b	<u>we</u> have 17,000 islands. 17,000 islands
12a	So <u>we</u> want to channel our fuel subsidy from consumption to the productive activity
13a	<u>We</u> want to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation

14a	And <u>we</u> want to build dams
16a	Some subsidy <u>we</u> want to channel to the fishermen
19a	<u>We</u> want to increase the income of the fishermen
20b	Some fuel subsidy <u>we</u> want to channel to micro and small enterprises in the villages
21	<u>We</u> want to help them raise their working capital
22b	And some subsidy <u>we</u> want to channel to the health program
23b	And some subsidy <u>we</u> want to channel to the infrastructure
24a	In 5 years <u>we</u> want to build 24 seaports and deep seaport
25c	so <u>we</u> need seaports
26a	and <u>we</u> need deep seaports
27	<u>This is your opportunity</u>
30	and <u>our</u> plan in 2017 is around 15 million TEUs a year
33a	<u>We</u> want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island
34	And <u>we</u> plan to build our railway track, railway network
35a	Now <u>we</u> have already in Java and <u>we</u> want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island
37	<u>This is your opportunity</u>
38a	Now <u>we</u> talk about mass transportation
39a	<u>We</u> want to build our mass transportation in 6 big cities in Indonesia.
40	<u>We</u> have started in Jakarta last year,
41a	and <u>we</u> want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya
42	<u>this is also your opportunity</u>
44a	Now <u>we</u> talk about our maritime agenda

45a	<u>We</u> want to build sea toll
48a	<u>We</u> want to build from the west to the east
49a	<u>We</u> hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll
54a	<u>We</u> need power plants.
55a	<u>We</u> need around 35,000 megawatts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones
56	So, <u>we</u> need power plants
57	<u>This is also your opportunity to invest in this project</u>
58a	Because <u>we</u> need our power plants for manufacturing, for industrial zones
60a	<u>I</u> will push my ministers, my governors, my mayors, to help clearly this problem
61a	<u>I</u> have experience with land acquisition when I was a governor.
62	<u>We</u> have a project, Jakarta Outer Ring Road, started 15 years ago but is stopped 8 years ago
63b	because <u>we</u> have a problem here: 1.5 kilometers unfinished because there is 143 families do not accept with the compensation price
65	So last year <u>I</u> invite them.
66	<u>I</u> go to the ground
67	and then <u>I</u> invite them to lunch and dinner.
68a	<u>Ah, this is me.</u>
68b	<u>I</u> invite them
69	and then <u>we</u> talk about the problem.
72	Now <u>we</u> talk business permit
73	<u>We</u> have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit

79c	<u>I</u> would like to thank you for your listening my presentation
80a	<u>We</u> are waiting for you to come to Indonesia
81a	<u>We</u> are waiting for you to invest in Indonesia.

7. Heterogloss

The function of heterogloss in Joko Widodo's speech is to strengthen his own idea.

No of clauses	Heterogloss of Joko Widodo's speech
5	because <u>you know</u> I was a businessman years ago
8a	<u>The picture shows you</u> our map of Indonesia
25a	<u>As you know</u> , we have 17,000 islands, so we need seaports and we need deep seaports
28	<u>The picture shows you</u> our Jakarta Port, Tanjung Priok port

8. Force intensification

Force-intensification of Joko Widodo's speech			
No of clauses	Type	Appraising items	function
3a 4a	Repetition	Today, <u>I am happy</u> , <u>I am very happy</u>	To show his strong feeling that he is happy
4a	Isolating	I am <u>very happy</u> to be among with you	To show his strong feeling that he is happy in that summit
6b	Isolating	I am <u>very</u> happy because we can talk about business	To show his strong feeling that he is happy can talk about business
9c	Metaphor	We have a population 240 million and the <u>distance is like</u> from London in UK to Istambul in Turkey	To discribed how wide Indonesian country
10c	Repetition	We have <u>17,000 islands</u> , <u>17000 islands</u>	To show his proud feeling toward the number of Indonesian island
17a 18a	Infusion	<u>To give them</u> boat engine, <u>to give them</u> refrigerator	To show his strong feeling by repeat in some utterances

22d	Infusion	We want to channel to <u>the health program, the educational program</u>	To show his strong feeling by repeat in some utterances
25d 26b	Infusion	So <u>we need seaports</u> and <u>we need deep seaports</u>	To show his strong feeling by repeat in some utterances
7a	Isolating	To make our transportation cost <u>lower</u>	To show his strong feeling toward the cost
47b	Isolating	To make our transportation cost can <u>more efficient</u>	To show his strong feeling toward the cost
50b	Isolating	So, the cost of the transportation <u>more efficient</u>	To show his strong feeling toward the cost
54b 55b 55c 55d 55e	Infusion	We <u>need power</u> plants, <u>we need</u> around 35,000 megawatts <u>to build our industries, to build our projects, to build our industrial zone, our manufacturing zones.</u>	To show his strong feeling by repeat in some utterances
58b	Infusion	Because we need our power plants <u>for manufacturing, for industrial zones.</u>	To show his strong feeling by repeat in some utterances
59c	Maximisation	Most of them they <u>always</u> complain about land acquisition	To show that how often the investors complained
61b	Infusion	I will push <u>my ministers, my governors, my mayors,</u> to help clearly this problem	To show his strong feeling by repeat in some utterances
70a	Repetition	<u>Four times, four times</u> meetings	To show his proud feeling about his prestation
75 76 77	Infusion	We have national one-stop service office that can help you, <u>that will</u> serve you, <u>that will</u> facilitate you, <u>that will</u> give you your bussines permit.	To show his strong feeling by repeating in some utterances
82	Repetition	<u>Thank you, thank you</u> good morning	To show his happy feeling that he has delivered the speech

9. force-quantification

Force-quantification of Joko Widodo's speech			
No of clauses	Type	Appraising items	Function
1a	Extent	On <u>behalf of</u> Indonesian government	To show special Indonesian government is
1b	Extent	The <u>people of</u> Indonesia	To show special Indonesian people is
7b	Extent	About investment with <u>all of</u> you	To show special his audiences is
8b	Extent	The picture shows you our <u>map</u> of Indonesia	To show special Indonesian map is
16a	Number	<u>Some</u> subsidy we want to channel to the fishermen	To show the mount of some subsidy
19c	Extent	We want to increase <u>the income of</u> the fishermen	To show how special the income is
20a	Number	<u>Some</u> fuel subsidy we want to channel to micro and small enterprises in the villages	To show the mount of some subsidy
22a	Number	And <u>some</u> subsidy we want to channel to the health program	To show the mount of some subsidy
23a	Number	And <u>some</u> subsidy we want to channel to the infrastructure	To show the mount of some subsidy
50a	Extent	The <u>cost</u> of the transportation more efficient	To show how special the cost of transportation is
51a	Extent	<u>The price</u> of the cement	To show how special the price of cement is
59 a b c	Number	<u>Many</u> investors, <u>a lot of</u> investors, when they come to me, <u>most</u> of them they always complain about land acquisition	To show the mount of investors that complain
79a b	Extent Extent	Again on <u>behalf</u> of the Indonesian government and the <u>people</u> of Indonesia	To show how special Indonesian government and people

10. focus

No of clauses	Focus-sharpen of Joko Widodo's speech	Function
10a	And <u>imagine</u> , we have 17,000 islands. 17,000 islands	To show his strong feeling by using stressing
11	Our national budget on 2015 is \$167 billion and for fuel subsidy is \$27 billion, it's <u>huge</u>	To show his strong feeling by using the word huge
31	This is <u>the potential ports</u> in Indonesia	To give the information that there is a potential ports in Indonesia
49b	We hope not <u>only</u> the vessels can enter our sea toll but also mother vessels can enter the sea toll	To give the information that not only the vessels but also mother vessels
51b	The price of the cement, <u>one</u> sack cement, in Java island is \$6 per sack cement	To show his strong feeling about the price of cement
52	<u>But</u> in Papua island the price is \$150 per sack cement	To show his exception toward the price of cement
53	<u>Imagine</u> , 25 times	To show his strong feeling by ask the audiences to imagine

APPENDIX II

The function of Appraisal devices in Susilo Bambang Yudhoyono's speech.

1. Positive Affect

No of clauses	Form	Type of affect	Appraising items	Function
3b	Invoked	Happiness	I am <u>pleased</u> to welcome you to Indonesia	To show his happy feeling to the audiences
4b	Invoked	Security	I <u>trust</u> that all of you are enjoying the island of Bali	To make sure that the APEC's members are enjoying in Bali
5a	Invoked	Satisfaction	It is indeed a <u>great</u> honor for me to address this APEC CEO summit	To show his satisfaction that APEC held in Bali
6b	Invoked	Happiness	And I am <u>pleased</u> to	To show his

			see such huge participations by the regions	happy feeling toward the participations
10	Inscribed	Happiness	The rapid expenses of business has <u>totally changes</u> our 21st century economic landscape for <u>the better</u>	To show his happiness that the business has change to be better
13b	Invoked	Happiness	This is why I am also <u>glad to welcome</u> the participant of union leaders at this summit	To show his happy feeling that he can welcome the participations
52b	Invoked	Security	I <u>believe</u> to close collaborations with the business community	To make sure the audiences about cooperation
73b	Invoked	Security	I <u>believe</u> that if focus and improved physical, institutional and people to people connectivity will help integrate our region	To make sure the audiences in making good connectivity
80c	Invoked	Security	<u>We believe</u> this is only a short term challenge	To make sure the audiences toward the challenge

2. Negative affect

No of clauses	Form	Type of affect	Appraising items	Function
11b	Invoked	Disinclination	without the help of the private sector we <u>might not be able</u> to provide more jobs for our citizen	To show his disinclination toward the capability of private sector
56	Invoked	Insecurity	while APEC has <u>reduce</u> average tariff from 16,99 % in 1989 to 5,7 % in 2011	To show his worry feeling toward the average tariff
65c	Invoked	Dissatisfaction	<u>We can not achieve</u>	To show his

			<u>APEC</u> goals without ensuring the principle of inclusions	disatisfaction feeling that he can not achieve APEC goals
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3. Positive judgement

No of clauses	Form	Type of judgement	Appraising items	Function
1b	Invoked	Propriety	Peace and prosperity to us all, your excellencies, minister of APEC economies, <u>honorable</u> governor of Bali	To give an honor to government of Bali
4c	Invoked	Normality	I trust that all of you are <u>enjoying</u> the island of Bali	To positive evaluation
7b	Invoked	Propriety	I <u>wish to thank</u> also my fellow APEC leaders	To thank to fellow APEC leaders
8b	Invoked	Propriety	many of whom <u>would</u> also have the honor to speak to this forum	To give positive evaluation to who want to speak
19	Inscribed	Veracity	This is also <u>true</u> for the APEC region	To make the audiences sure
23b	Invoked	Capacity	APEC is <u>expected to grow</u> by 6,3% in 2030 and by 6,6% in 2040 which is more than twice the world average	To show the capability of APEC
36a	Invoked	Tenacity	<u>this will</u> of course have not only to facilitate threat an investment but also boost jobs creation	To inform the good willing in the future
40b	Invoked	Tenacity	<u>we will</u> come public-private partnerships to develop needed infrastructures	To inform about the planning of public-private partnerships

43a	Invoked	Capacity	APEC members <u>can help</u> stabilize global financial market through bilateral as well as regional initiative	To show the capability of APEC
53	Inscribed	Capacity	I believe to close collaborations with the business community, APEC <u>can achieve</u> these priorities	To show the capability of APEC
63 64b	Invoked	Tenacity	By 2045 <u>they will</u> be 9 billion people worldwide and much of this population increases <u>will come from</u> the Asia- Pacific Region	To inform something in the future
68b	Invoked	Propriety	In our <u>efforts should focus</u> on economics empowerment	To show what they should to do
73c	Invoked	Tenacity	institutional and people to people connectivity <u>will help</u> integrate our region	To inform the planning
74	Invoked	Tenacity	<u>It will</u> also facilitate the flow of goods, services, capital, and people of the Asia-Pacific	To inform what will the investors get
76	Invoked	Tenacity	<u>Indonesia will</u> work with APEC leaders and all stakeholders to advance these three priorities	To inform the panning
81b	Invoked	Capacity	We believe this is only a short term challenge and <u>we are confident</u> that in the long term prospects to invest and grow is enormous	To show the capabiliti of Indonesian government
82a	Invoked	Tenacity	as <u>Indonesia will</u> remain a land of opportunity and	To inform the planning of ndonesian

			growth	country
85	Invoked	Normality	our democracy is strongly rooted and this makes Indonesia <u>well place for your investment</u>	To make sure the investros
86a	Invoked	Propriety	Make it <u>can see</u> predicted that Indonesia business opportunity will increase up to 1,8 trillion \$ dollar in 2030	To give the information toward the planning
86b	Inscribed	Tenacity	Make it can see predicted that Indonesia business opportunity <u>will increase</u> up to 1,8 trillion \$ dollar in 2030	To nform the planning in the future
3b	Invoked	Capacity	also in <u>my capacity as the chief sale persons</u> of Indonesia incorporated	To show his apacity

4. Positive appreciation

No of clauses	Form	Type of appreciation	Appraising items	Function
6c	Inscribed	Valuation	And I am pleased to see such <u>huge participations</u> by the regions	To give positive evaluation to the participants
16a 16b	Invoked	Composition	advanced economies are <u>experiencing recovery</u> and <u>showing possibly growth</u>	To gve positive evaluation toward the economies
20b	Inscribed	Valuation	in some APEC advanced economies growth is <u>gaining strength</u>	To give positive evaluation toward economies growth

28b	Invoked	Reaction	All days show that with its combined potential APEC is in <u>the ideal position</u> to help the recovery of the global economy	To give information about the position of APEC
33	Invoked	Valuation	There is <u>tremendous opportunity</u> for these as we are experiencing a rapid growth of middle class	To give positive evaluation toward the opportunity
39a	Invoked	Reaction	In this regard it is <u>crucial</u> that we promote the APEC 2013 priority in connectivity	To inform the crucial thing
80a	Inscribed	Composition	As a result in recent times Indonesian financial market has <u>stabilized</u>	To inform that financial market is stabilized
84	Invoked	Valuation	our democracy is <u>strongly rooted</u> and this makes Indonesia well place for your investment	To give positive evaluation toward the democracy

5. Negative appreciation

No of clauses	Form	Type of appreciation	Appraising items	Function
17	Invoked	Composition	while emergence economies including <u>break economies</u> are <u>facing is slow down</u> , they are also <u>suffering from large treat deficit, capital flight, and depreciating currencies</u>	To give negative evaluation toward the economies
21	Inscribed	Composition	Meanwhile APEC emergence economies <u>need</u>	To give negative evaluation

			<u>further momentum for growth</u>	toward the economies
27	Invoked	Reaction	In the past 25 years, average tariff in APEC have <u>declined</u> by close to 70%, the costs of conducting business across borders <u>decrease</u> by two successive rounds of 5% tariff reduction	To inform the reaction of average tariff and business cross borders
55	Invoked	Reaction	APEC economics <u>have a cheap tremendous</u> progress to work achieving the Bogor goals	To inform the reaction of APEC economies
65a	Inscribed	Reaction	Placing a <u>great burden</u> on the supply of energy, food and water for our people	To inform negative reaction in the future

6. Monogloss

The using of monogloss in Susilo Bambang Yudhoyono's speech is to show that he uses his fresh and original idea in delivering the speech. It proved by the using of pronouns "I, me, our and we" in his speech.

No of clauses	Monogloss of Susilo Bambang Yudhoyono's speech
3a	<u>I am</u> pleased to welcome you to Indonesia
4a	and <u>I</u> trust that all of you are enjoying the island of Bali
5b	It is indeed a great honor <u>for me</u> to address this APEC CEO summit
6a	And <u>I am</u> pleased to see such huge participations by the regions and world corporate community here today
7a	<u>I wish</u> to thank also my fellow APEC leaders, many of whom would also have the honor to speak to this forum
9	This APEC CEO summit is also an opportunity to show case <u>the phenomenal growth of the private sector in our region</u>
13a	This is why <u>I am</u> also glad to welcome the participant of union leaders at this summit, for we are all in this together

	and <u>we</u> need to work together and harder to achieve shared prosperity
30c	First and foremost <u>we</u> all need to do our part to prevent protectionist policies and continue on our part of treat liberalization in ways that up leave the well-being of all our citizens
31a	<u>We</u> must also ensure that our treat relation aren't only strong but also balanced
32a	<u>we</u> need to intensify efforts to stimulate investment within our region so as to maintain growth and create jobs
35b	<u>we</u> need to develop more and better infrastructure as an essential element for our connectivity
37b	APEC needs to tackle inefficiency in the supply chain, <u>we</u> have to make it easier cheaper and faster to conduct trade in good and services across borders
39b	In this regard it is crucial that <u>we</u> promote the APEC 2013 priority in connectivity,
40a	<u>we</u> will come public-private partnerships to develop needed infrastructures
41a	to insure growth with equity <u>we</u> must embrace the SMEs that form the backbone of all our economies
42a	<u>we</u> must work together to ensure the financial stability which is an absolute request side for sustainable all economic activities, including trade and investment
46a	to ensure development for all, <u>we</u> must not forget to provide social safety net for the poor, and financial inclusion for share prosperity
48	if <u>we</u> intensify our policy, coordination, and consultation
49a	As <u>we</u> said the theme and priorities of APEC 2013, Indonesia in basins the future of this region as prosperous, stable, dynamic, inclusive, and a forward looking
52a	<u>I believe</u> to close collaborations with the business community, APEC can achieve these priorities
54	<u>The first priority is obtaining the Bogor goals</u>

58a	<u>we</u> must have the capacity to tackle those challenges.
59a	<u>We</u> have to be able to address growing trade barriers, financial instability, and fluctuating commodity prices
65b	<u>We</u> can not achieve APEC goals without ensuring the principle of inclusions in our economic growth and development
68a	In <u>our</u> efforts should focus on economics empowerment, engagement stakeholders, enhancement of SMEs global competitiveness through innovation and tapping woman's productivity in the economy
69	<u>It is also critical to insure financial inclusion strengthen food security and improve access to help services</u>
73a	<u>I</u> believe that if focus and improved physical, institutional and people to people connectivity will help integrate our region
80b	<u>We</u> believe this is only a short term challenge and we are confident that in the long term prospects to invest and grow is enormous
88a	<u>We</u> continue to create a better business and investment environment and addressing many of the challenges
89a	<u>We</u> have made steady progress, including from major bureaucratic reforms to strengthen government institution
90	To accelerate development in May 2011 <u>we</u> launched the master plan about the acceleration and expenses of Indonesia's economic development 2011-2025
91	In the next 14 years <u>we</u> are targeting reach over \$ 460 billion us dollar worth of investment in 22 main economic activities integrated in 8 programs
93b	As a final point, excellencies ladies and gentleman, also in <u>my</u> capacity as the chief state persons of Indonesia incorporated
94	<u>I</u> invite you all to see the business and investment opportunities in Indonesia
95	<u>Let us build</u> a strong partnerships and force a resilient APEC
96	<u>Let us also insure</u> , that APEC continues to bring prosperity

	to the all people in the APEC region
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7. Heterogloss

The function of heterogloss in Joko Widodo's speech is to strengthen his own idea.

No of clauses	Heterogloss of Susilo Bambang Yudhoyono's speech
11b	Governments very man important informal living economic policies, <u>but</u> without the help of the private sector we might not be able to provide more jobs for our citizen
12	<u>we know that</u> wherever country want comes from the top national and local agenda is going to be jobs
15	<u>Already global growth in 2013 is showing</u> different dynamics
23a	<u>According to the IMF</u> as a group, APEC is expected to grow by 6,3% in 2030 and by 6,6% in 2040 which is more than twice the world average
26a	<u>In the past 25 years,</u> average tariff in APEC have declined by close to 70%, the costs of conducting business across borders decrease by two successive rounds of 5% tariff reduction, resulting in nearly \$ 15,9 billion US dollars of saving for business
28a	<u>All days show</u> that with its combined potential APEC is in the ideal position to help the recovery of the global economy
31c	APEC economics have a cheap tremendous progress to work achieving the Bogor goals, <u>but</u> while APEC has reduce average tariff from 16,99 % in 1989 to 5,7 % in 2011, restrictive non-tariff masses, lengthy custom precedes and poor transport infrastructure

8. Force-intensification

Force-intensification of Susilo Bambang Yudhoyono's speech			
No of clauses	Type	Appraising items	Functionn
4d	Metaphor	I trust that all of you are enjoying the island of Bali,	To show how beautiful the

		which is also known as <u>the island of God</u>	island of Bali is
11a	Isolating	Governments <u>very</u> <u>man</u> <u>important</u> informal living economic policies	To show his strong feeling toward the important of government
11d	Isolating	without the help of the private sector we might not be able to provide <u>more jobs</u> for our citizen	To show his strong feeling toward the amount of the jobs
14	Isolating	we need to work together and <u>harder</u> to achieve shared prosperity	To show his strong feeling in achieving prosperity
23c	Isolating	APEC is expected to grow by 6,3% in 2030 and by 6,6% in 2040 which is <u>more than</u> twice the world average	To show his strong feeling in growing of everage tarrif
35c	Isolating	we need to develop <u>more and better</u> infrastructure as an essential element for our connectivity	To show his strong feeling in development of infrastructure
37c	Isolating	we have to make it <u>easier</u> <u>cheaper</u> and <u>faster</u> to conduct trade in good and services across borders	To show his strong feling in conducting the trade
41c	Metaphor	To insure growth with equity we must embrace the SMEs that from <u>the backbone</u> of all our economies	To inform how important the SMEs is
43b	Metaphor	APEC members can help stabilize global financial market through bilateral <u>as well as</u> regional initiative	To inform how good the bilateral region
57	Metaphor	Therefore as we continue to work for treat and investment liberalization <u>as well as deeper</u> regional economic integration	To inform how good the regional economic integration
67	Isolating	Therefore maintaining the growth path that is sustainable and inclusive is a <u>great importance</u>	To show how important the growth path
88b	Isolating	We continue to create a <u>better business</u> and investment	To show how important

		environment and addressing many of to challenges	continue the business
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9. Force-quantification

Force-quantification of Susilo Bambang Yudhoyono's speech

No of clauses	Type	Appraising items	Function
1a 1c	Extent	Peace and prosperity to us all, your excellencies, <u>minister of APEC economies</u> , <u>honorable governor of Bali</u>	To give the information how important the APEC and the governor of Bali are
8a	Number	I wish to thank also my fellow APEC leaders, <u>many of whom</u> would also have the honor to speak to this forum	To give the information about the amount of APEC leaders who speak
9	Extent	This APEC CEO summit is also an opportunity to show case the <u>phenomenal growth of the private sector</u> in our region	To give the information toward the important of private sector
20a	Number	in <u>some APEC</u> advanced economies growth is gaining strength	To make specific toward the mount of APEC
30a	Number	Therefore, APEC members through individual and collective messes must put extra effort to promote growth and let me highlight <u>some of possible messes</u>	To make specific toward the mount of possible messes
49b	Extent	Indonesia in basins <u>the future of this region</u> as prosperous, stable, dynamic, inclusive, and a forward looking	To inform how important the region in the future
50	Extent	Our theme, <u>Resilient Asia-Pacific engine of global growth</u> , is all about drawing on our strength	To inform how important global growth
64a	Number	By 2045 they will be 9 billion people worldwide and <u>much of this population</u> increases will come from the Asia- Pacific	To give the information about the amount of population

		Region	
71	Extent	unlike in 1994 <u>the advent of new technology</u> has open new ways for people to do business with each other across countries and across continents	To inform how important the new technology is
82b	Mass-size	as Indonesia will remain <u>a land of opportunity and growth</u>	To inform how much the opportunity is
83	Number	with a <u>lot middle class</u>	To inform the amount of middle class
88c	Number	We continue to create a better business and investment environment and addressing <u>many of to challenges</u>	To inform the amount of challenges
93a	Mass-size	Therefore the master plan covers <u>ingredients of opportunities</u> for International investor	To inform how much the opportunity is
93c	Extent	also in my capacity as <u>the chief sale persons of Indonesia</u> incorporated	To inform how important Indonesian people is

10. Focus-sharpen

No of clauses	Focus-sharpen of Susilo Bambang Yudhoyono's speech	Function
29	Therefore, APEC members through individual and collective messes <u>must put extra effort</u> to promote growth and let me highlight some of possible messes	To show his strong feeling toward the effort
30b	First and <u>foremost</u> we all need to do our part to prevent protectionist policies	To give stressing to something
31b	We <u>must</u> also ensure that our treat relation aren't only strong but also balanced	To show his strong feeling toward the treat
32b	<u>we need to intensify efforts</u> to stimulate investment within our region so as to <u>maintain growth and create jobs</u>	To show his strong feeling in effort
35b	<u>we need to develop</u> more and better infrastructure as an essential element for our connectivity	To give his strong feeling toward the development

36b	this will of course have <u>not only to facility</u> threat an investment but also boost jobs creation	To show his strong feeling about the facility
38b	<u>we have to make</u> it easier cheaper and faster to conduct trade in good and services across borders	To show his strong feeling toward services
41b	<u>we must embrace</u> the SMEs that form the backbone of all our economies	To show his strong feeling toward economies
42b	<u>we must work together</u> to ensure the financial stability	To show his strong feeling to work together
46b	<u>we must not forget</u> to provide social safety net for the poor, and financial inclusion for share prosperity	To show his strong feeling to provide social safety net
47	APEC economies <u>can only</u> achieve all these, if we intensify our policy, coordination, and consultation	To give the information toward the achievement
58b	<u>We must have</u> the capacity to tackle those challenges	To show his strong feeling
59b	<u>We have to be able</u> to address growing trade barriers, financial instability, and fluctuating commodity prices	To show his strong feeling toward something
75b	Those, <u>we must</u> work together to strengthen connectivity through infrastructure development and the promotion of infrastructure investment	To show his strong feeling to work together
80d	We believe this is <u>only a short term</u> challenge and we are confident that in the long term prospects to invest and grow is enormous	To give information toward the challenge
89b	<u>We have made</u> steady progress	To show his strong feeling
95	<u>Let us build</u> a strong partnerships and force a resilient APEC	To invite the investors
96	<u>Let us also insure</u> , that APEC continues to bring prosperity to the all people in the APEC region	To invite the investors

APPENDIX III

“Joko Widodo’s Speech At APEC CEO Summit, China November 10th 2014”

Ladies and gentlemen, and CEOs, good morning.

(1)First, on behalf of Indonesian _(a) Government and the people of Indonesia_(b),
(2)I _(a)would like to thank you_(b) for your coming to my presentation.(3)Today, I am happy_(a), (4)I am very happy_(a), to be among with you, (5)because you know I was a businessman years ago. (6)So, this morning, I am_(a) very happy_(b) because (7)we can talk_(a) about business about investment with all of _(b)you.

(8)The picture shows you_(a) our map of_(b) Indonesia. (9)We _(a) have a population 240 million _(b) and the distance is like from London in UK to Istanbul in Turkey_(c). (10)And imagine_(a), we_(b) have 17,000 islands. 17,000 islands_(c).

(11)Our national budget on 2015 is \$167 billion and for fuel subsidy is \$27 billion. It’s huge. (12)So we_(a) want _(b) to channel our fuel subsidy from consumption to the productive activity. (13)From consumptive productivity to, from consumptive activity to productive activity, we_(a) want_(b) to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. (14)And we_(a) want_(b) to build dams – (15)25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area.

(16)Some subsidy_(a) we_(b) want_(c) to channel to the fishermen, (17)to give them boat engine, (18)to give them refrigerator. (19)We _(a) want_(b) to increase the income of_(c) the fishermen. (20)Some fuel_(a) subsidy we_(b) want_(c) to channel to micro and small enterprises in the villages.(21) We_(a) want_(b)to help them raise their working capital. (22)And some subsidy_(a) we_(b) want_(c) to channel to the health program, the education program_(d). (23)And some subsidy_(a) we_(b) want_(c) to channel to the infrastructure.

(24)In 5 years we_(a) want_(b) to build 24 seaports and deep seaports. (25)As you know_(a), we have 17,000 islands_(b), so we_(c) need_(d) seaports and (26)we_(a) need_(b) deep seaports. (27)And this is your opportunity: 24 seaports and deep seaports.

(28)The picture shows you our Jakarta Port, Tanjung Priok port. (29)In 2009, the capacity is 3.6 million TEUs a year, (30)and our plan in 2017 is around 15 million TEUs a year. (31)This is the potential ports in Indonesia. (32)This is your opportunity. (33)We_(a) want_(b) to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island.

(34)And we_(a) plan to build our railway track, railway network. (35)Now we_(a) have already in Java_(b) (36)and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island. (37)This is your opportunity.

(38)Now we_(a) talk_(b) about mass transportation. (39)We_(a) want_(b) to build our mass transportation in 6 big cities in Indonesia. (40)We have started in Jakarta last year, (41)and we_(a) want_(b) to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya. (42)So, this is also your opportunity, (43)because you know our national budget is limited.

(44)Now we_(a) talk_(b) about our maritime agenda. (45)We_(a) want_(b) to build sea toll. (46)What is sea toll? (47)Sea toll is maritime transportation system to make our transportation cost lower_(a), to make our transportation cost more efficient_(b). (48) We_(a) want_(b) to build from the west to the east. (49)We_(a) hope not only_(b) the vessels can enter our sea toll but also mother vessels can enter the sea toll. (50)So, the price, the cost of_(a) the transportation more efficient_(b).

(51)For example, the price of_(a) the cement, one_(b) sack cement, in Java island is \$6 per sack cement. (52)But in Papua island the price is \$150 per sack cement. (53)Imagine, 25 times. So we hope with our sea toll the price in our islands is the same.

(54)Electricity. We_(a) need power plants_(b). (55) We_(a) need_(b) around 35,000 megawatts to build_(c) our industries, to build_(d) our projects, to build_(e) our industrial zones, our manufacturing zones. (56)So, we need power plants. (57)This is also your opportunity to invest in this project. (58)Because we_(a) need our power plants for manufacturing, for industrial zones_(b).

(59)Many investors_(a), a lot of investors_(b), when they come to me, most of_(c) them they always_(d) complain_(e) about land acquisition. (60)I_(a) will push_(b) my ministers, my governors, my mayors_(c), to help clearly this problem_(d). (61) I_(a) have experience with land acquisition_(b) when I was a governor. (62) We have a project, Jakarta Outer Ring Road, (63)started 15 years ago but is stopped_(a) 8 years ago, because we_(b) have a problem here_(c) (64) 1.5 kilometers unfinished_(a) because there is 143 families do not accept_(b) with the compensation price. (65)So last year I invite them. (66)I go to the ground and (67)then I invite them to lunch and dinner. (68)Four times. Ah, this is me_(a). I_(b) invite them and (69)then we talk about the problem. (70)Four times. Four times meeting_(a), and the problem is cleared_(b). (71)And now the toll road has been used 7 month ago.

(72)Now we talk business permit. (73)We have national one-stop service office (74)that can help you, (75)that will serve you, (76)that will facilitate you, (77)that will give you your business permit. (78)For example, a principle business permit needs 3 days to process.

(79)Finally, again on behalf of_(a) the Indonesian government and the people of_(b) Indonesia, I_(c) would like to thank you for your listening my presentation_(d). (80)We_(a) are waiting_(b) for you to come to Indonesia. (82)We_(a) are waiting_(b) for you to invest in Indonesia. (82)Thank you, Thank you, Good Morning.



APPENDIX II:

“Susilo Bambang Yudhoyono’s Speech at APEC CEO Summit, Bali October 6th 2013”

(1)Peace and prosperity to us all, your excellencies, minister of_(a) APEC economies, honorable_(b) governor of_(c) Bali. (2)Distinguish CEO’s from the asia-pacific region and other parts of the group.

Ladies and gentelman...

(3)I am_(a) pleased_(b) to welcome you to Indonesia and (4)I_(a) trust_(b) that all of you are enjoying_(c) the island of Bali, which is also known as the island of the God_(d). (5)It is indeed a great_(a) honor for me_(b) to address this APEC CEO summit.(6) And I am_(a) pleased_(b) to see such huge participations_(c) by the regions and world corporate community here today. (7)I_(a) wish to thank_(b) also my fellow APEC leaders, (8)many of whom_(a) would_(b) also have the honor to speak to this forum. (9)This APEC CEO summit is also an opportunity to show case the phenomenal growth of the private sector in our region. (10)The rapid expenses of business has totally changes our 21st century economic landscape for the better. (11)Governments very man important_(a) informal living economic policies, but_(b) without the help of the private sector we might not be able_(c) to provide more jobs_(d) for our citizen and (12)we know that wherever country want comes from the top national and local agenda is going to be jobs. (13)This is why I am_(a) also glad_(b) to welcome the participant of union leaders at this summit, for we are all in this together and (14) we need to work together and harder to achieve shared prosperity. (15)Already global growth in 2013 is showing different dynamics, (16)advanced economies are experiencing recovery_(a) and showing possibly growth_(b). (17)while emergence economies including break economies are facing is slow down, (18)they are also suffering from large treat deficit, capital flight, and depreaciating currencies. (19)This is also true for the APEC region, (20)in some APEC_(a) advanced economies growth is gaining strength_(b). (21)Meanwhile APEC emergence economies need further momentum for growth, (22)not with standing these, APEC economies remain it crucial source of global growth. (23)According to the IMF_(a) as a group, APEC is expected to grow_(b) by 6,3% in 2030 and by 6,6% in 2040 which is more than_(c) twice the world average. (24)At present APEC economist count for 54% up global gross at domestic product and 44% of global trade. (25)Within the region moreover trade has grown nearly seven volt since in 1989 reaching over eleven trillion US dollar in 2011.(26) In the past 25 years_(a), average tariff in APEC have declined_(b) by close to 70%, (27)the costs of conducting business across borders decrease by two successive rounds of 5% tariff reduction, resulting in nearly \$ 15,9 billion US dollars of

saving for bussiness. (28)All days show that_(a) with its combined potential APEC is in the ideal position_(b) to help the recovery of the global economy. (29)Therefore, APEC members through individual and collective messes must put extra effort to promote growth and (30)let me highlight some of possible messes_(a) first and foremost_(b) we_(c) all need to do our part to prevent protectionist policies and continue on our part of treat liberalization in ways that up leave the well-being of all our citizens. (31)We_(a)must also ensure_(b) that our treat relation aren't only strong but_(c) also balanced. (32)Second, we_(a) need to intensify_(b) efforts to stimulate investment within our region so as to maintain growth and create jobs. (33)There is termendous opportunity for these as (34)we are a rapid growth of middle class. (35)Third, we_(a) need to develop_(b) more and better_(c) infrastructure as an essential element for our connectivity, (36)this will_(a) of course have not only_(b) to fasilited threat an investment but also boost jobs creation. (37) APEC needs to tackle inefficiency in the supply chain, (38)we_(a)have to make_(b) it easier cheaper and faster_(c) to conduct trade in good and services across borders. (39)In this regard it is crucial_(a) that we promote_(b) the APEC 2013 priority in connectivity, (40)we_(a) will_(b) come public-private partnerships to develop needed infrastructures. (41)Fourth, to insure growth with equity we_(a) must embrace_(b) the SMEs that form the backbone of_(c) all our economies.(42)Fifth, we_(a) must work together_(b) to ensure the financial stability which is an absolute request side for sustainable all economic activities, including trade and investment. (43)APEC members can help_(a) stabilize global financial market through bilateral as well as_(b) regional initiative. (44)These include regional financing agreement and financial stability borad, (45)change may initiative the multilateralization is a good example of close colaboration among some APEC members. (46)Sixth, to ensure development for all, we_(a) must not forget_(b) to provide social safety net for the poor, and financial inclusion for share prosperity. (47)Seventh, APEC economies can only achieve all these, (48)if we intensify our policy, coordinations, and consultation.

Ladies and gentelman..

(49)As we said_(a) the theme and priorities of APEC 2013, Indonesia in basins the future of this region_(b) as prosperous, stable, dynamic, inclusive, and a forward looking. (50)Our theme, Resilient Asia-Pacific engine of global growth, is all about drawing on our strength, our objective is to make the region, the epicenter for the world economic advancement and (51)in that light Indonesia has set three priorities for our APEC here.(52) I_(a)believe_(b) to close collaborations with the business community, (53)APEC can achieve these priorities. (54)The first priority is obtaining the Bogor goals. (55)APEC economics have a cheap tremendous progress to work achieving the Bogor goals, (56)but while APEC has

reduce average tariff from 16,99 % in 1989 to 5,7 % in 2011, restrictive non-tariff masses, lengthy custom procedures and poor transport infrastructure still pulls challenges to treat. (57)Therefore as we continue to work for trade and investment liberalization as well as deeper regional economic integration, (58)we_(a) must have_(b) the capacity to tackle those challenges. (59)We_(a) have to be able_(b) to address growing trade barriers, financial instability, and fluctuating commodity prices. (60)Second, achieving sustainable growth with equity, today APEC economies are confronted by new challenges that could cause disruption and stunted growth, (61)among them is population growth. (62)The global population has grown from just over five and half billion people in 1994 to more than 7 billion today. (63)By 2045 they will_(a) be 9 billion people worldwide and (64)much of this population_(a) increases will come_(b) from the Asia- Pacific Region. (65)Placing a great burden_(a) on the supply of energy, food and water for our people, we_(b) can not achieve APEC goals_(c) without ensuring the principle of inclusions in our economic growth and development. (66)Therefore maintaining the growth path that is sustainable and (67) inclusive is a great importance. (68)In our efforts_(a) should focus_(b) on economics empowerment, engagement stakeholders, enhancement of SMEs global competitiveness through innovation and tapping woman's productivity in the economy. (69)It is also critical to insure financial inclusion strengthen food security and improve access to help services. (70)And third priority is promoting connectivity,(71) unlike in 1994 the advent of new technology has open new ways for people to do business with each other across countries and across continents. (72)Improving connectivity therefore become a critical priority, (73)I_(a) believe_(b) that if focus and improved physical, institutional and people to people connectivity will help_(c) integrate our region. (74)It will also facilitate the flow of goods, services, capital, and people of the Asia- Pacific. (75)Those, we_(a) must work together_(b) to strengthen connectivity through infrastructure development and the promotion of infrastructure investment. (76)Indonesia will work with APEC leaders and all stakeholders to advance these three priorities.(77) And after all our sector is a strongly tight to the success of others,(78) like other emerging markets Indonesia is facing some headwind resulting from financial market turbulence, (79)yet this situation is manageable and Indonesian government is responding to it with a package of policy measures including substantive structural reforms. (80)As a result in recent times Indonesian financial market has stabilize_(a).we_(b) believe_(c) this is only a short term challenge_(d) and (81)we_(a) are confident_(b) that in the long term prospects to invest and grow is enormous, (82)as Indonesia will_(a) remain a land of opportunity_(b) and growth. (83)Today Indonesia has become eight trillion dollar economy, with a lot middle class, (84)our democracy is strongly rooted and (85)this makes Indonesia well place for your investment. (86)Make it can see_(a)

predicted that Indonesia business opportunity will increase up_(b) to 1,8 trillion \$ dollar in 2030. (87)This opportunity ranges from consumer services, agriculture, and fishery, resources to education an industry and infrastructure. (88)We_(a) continue to create a better business_(b) and investment enviroⁿtment and addresing many of to challenges_(c). (89)We_(a) have made steady progress_(b), including from major bureaucratic reforms to strengthen goverment institusion. (90)To accelerate development in May 2011 we launced the master plan about the acceleration and expenses of Indonesia's economic development 2011-2025. (91)In the next 14 years we are targetting reach over \$ 460 billion us dollar worth of investment in 22 main economic activities integrated in 8 programs. (92)These include agricul^tre, mining, industry, energy, marine tourims and telecommunication. (93)Therefore the master plan covers ingredients of opportunities_(a) for International investor, as a final point, excellencies ladies and gentelman, also in my capacity_(b) as the chief sale persons_(c) of Indonesia incorporated. (94)I invite you all to see the business and investment opportunities in Indonesia. (95)Let us build a strong partnerships and force a resilient APEC. (96)Let us also insure, that APEC continues to bring prosperity to the all people in the APEC region. Thank you...

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