

**AN APPRAISAL DEVICE ANALYSIS OF BIDEN'S SPEECH IN A
VIRTUAL CAMPAIGN**

A GRADUATING PAPER

Submitted in Partial Fulfillment of Requirements for Gaining

the Bachelor's Degree in English Department



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MOTTO

NEVER GET TIRED OF BEING A GOOD PERSON

~ Muftinatul Karimah ~



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DEDICATION

My graduating paper is dedicated to:

1. My parents, who always give love, warmth, and pray for me
2. My brothers, sisters, and all of my big family, who love and motivate me
3. All of my best friends and kind people around me
4. All of my beloved lectures in the English Department of UIN Sunan Kalijaga
5. Dear myself, who always try to be strong in every process

Yogyakarta, June 22nd, 2022





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Kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami mengucapkan terima kasih.

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A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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LIST OF ABBREVIATIONS

Ack	=	acknowledge
Adm	=	admire
Aff	=	affection
Ant	=	antipathy
App	=	appreciation
Att lex	=	attitudinal lexis
Attr	=	attribute
Bal	=	balance
Cap	=	capacity
Cmpl	=	complexity
Comp	=	composition
Cond	=	condemn
Conf	=	confident
Count	=	counter
Criti	=	criticize
Dis incl	=	disinclination
Dis sat	=	dis satisfaction
Disc	=	disclaim
Displea	=	displeasure
Disq	=	disquiet
Dist	=	distance
Happ	=	happiness
Hetero	=	heterogloss
Imp	=	impact
In sec	=	in security

Incl	=	inclination
Inf	=	infusion
Intens	=	intensification
Iso	=	isolation
Judg	=	judgement
Meta	=	metaphor
Mise	=	misery
Mono	=	monogloss
Norm	=	normality
Numb	=	number
Plea	=	pleasure
Proc	=	process
Proc	=	proclaim
Pron	=	pronounce
Prop	=	propriety
Qual	=	quality
Quant	=	quantification
React	=	reaction
Rep	=	repetition
Sat	=	satisfaction
Sec	=	security
Ten	=	tenacity
Un happ	=	unhappiness
Val	=	valuation
Ver	=	veracity

AN APPRAISAL DEVICE ANALYSIS OF BIDEN'S SPEECH IN A VIRTUAL CAMPAIGN

By: Muftinatul Karimah

ABSTRACT

Speech is one of the politicians' tools, which uses persuasive language to attract the audiences and gain support. This study aims to reveal how appraisal devices are applied in Biden's speech, how Biden uses speech in conveying his intentions to American Muslims, and Biden's view about Muslims through appraisal attitude items. The analysis uses the appraisal theory of Martin and White 2005 to get the conclusion. The object of this research is Biden's speech in a virtual campaign held by Emgage Action, which uses descriptive qualitative as a method in the research. This speech encompasses eight topics that describe the entire content of the speech as the ways are used by Biden to convey his intentions. The category issues include expressing gratitude, emphasizing the importance of the Islamic faith, campaigning for the rights of American Muslims, admiring the civil rights fighters, criticizing Donald Trump and his administration, showing the importance of Muslim presence, and persuading American Muslims to support him. Analysis of the appraisal devices in each category issue shows all kinds of appraisal devices applied: attitude (affect, judgement, appreciation), engagement, and graduation. The attitude devices are conveyed positively, negatively, explicitly, and implicitly. The analysis also reveals Biden's view of Muslims by focusing analysis on judgement devices. Through judgement devices, Biden expresses his evaluation about American Muslims in a positive evaluation that deals with capacity, tenacity, veracity, and propriety.

Keywords: *Speech, Appraisal, Judgement*

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ANALISIS PERANGKAT *APPRAISAL* PIDATO BIDEN DALAM

KAMPANYE VIRTUAL

Oleh: Muftinatul Karimah

INTISARI

Pidato adalah salah satu alat politisi yang menggunakan bahasa persuasif untuk menarik penonton serta mendapatkan dukungan. Penelitian ini bertujuan untuk mengungkapkan bagaimana perangkat *appraisal* diterapkan dalam pidato Biden, bagaimana Biden menggunakan pidato dalam menyampaikan maksudnya kepada Muslim Amerika, dan pandangan Biden tentang Muslim melalui item *attitude* dalam *appraisal*. Analisis ini menggunakan teori *appraisal* oleh Martin dan White 2005 untuk mendapatkan hasil akhir. Objek dari penelitian ini adalah pidato Biden dalam kampanye virtual yang diselenggarakan oleh Emgage Action serta menggunakan metode deskriptif kualitatif. Pidato ini mencakup delapan topik yang menggambarkan seluruh isi pidato sebagai cara yang digunakan oleh Biden untuk menyampaikan maksudnya. Isu-isu kategori diantaranya adalah mengungkapkan rasa terima kasih, menegaskan pentingnya iman Islam, mengkampanyekan hak-hak Muslim Amerika, mengagumi pejuang hak-hak sipil, mengkritik Donald Trump dan pemerintahannya, menunjukkan pentingnya kehadiran Muslim, dan mengajak Muslim Amerika untuk mendukungnya. Analisis perangkat *appraisal* di setiap kategori menunjukkan semua jenis perangkat *appraisal* diterapkan: *attitude* (*affect, judgement, appreciation*), *engagement, and graduation*. Perangkat *attitude* tersebut disampaikan secara positif, negatif, eksplisit, dan implisit. Analisis ini juga mengungkapkan pandangan Biden tentang Muslim dengan memfokuskan analisis pada perangkat *judgement*. Melalui perangkat *judgement*, Biden mengungkapkan penilaiannya tentang Muslim Amerika dalam evaluasi positif yang berkaitan dengan *capacity, tenacity, veracity, and propriety*.

Kata Kunci: *Pidato, Appraisal, Judgement*

CHAPTER I

INTRODUCTION

1.1 Background of study

Language is a structured communication tool in words, groups of words, and clauses or sentences expressed orally or in writing (Tri, 2018, p. 39). Through language, humans can express their feelings, thoughts, emotions, desires, and beliefs, delivered either in verbal or written form. In this case, the researcher is interested in exploring more details about language in a verbal form, especially in a speech. Speech is an expression of people's feelings toward something to deliver their message.

One of the speeches is usually delivered by a politician or called a political speech. Political speech is generally related to political issues that touch on government policies and actions. Using linguistic features makes it interesting to learn how politicians convey their message to audiences (Schafinner, 1997, p. 89). Through speech, the politicians can communicate their feelings, vision and mission, and all messages. Afterward, to attract the audience's attention, the politicians use engaging words in their speech to get support and win good responses by giving their speech. Especially in a campaign, using structured language and engaging words to attract public attention is essential for politicians in delivering their speeches. Irimea (2010, p.3) states that a speech delivered by politicians usually involves all citizens. Politicians try to show the most effective action to solve

problems in society with a decision-making process that involves all citizens. Regardless of their crucial position, the US presidential candidate is no exception.

In the 2020 US presidential election campaign, one of the presidential candidates has attracted the attention of many people from all over the world. Joe Biden, the 46th US presidential candidate in 2020, attracts many people attention through his campaign speech, and his speech is aimed at the American Muslim community. He tries to attract the attention of American Muslims and tries to convince American Muslims by using the power of his language. The presidential candidate always expresses enticing utterances as power in his speech.

Hence, in this study, the researcher chooses an interesting speech delivered by candidate president Joe Biden during his campaign before being inaugurated as the US President. A virtual campaign is held by Emgage Action, the largest Muslim organization in the United States, and entitled Million Muslim Votes. His speech during his campaign attracts the attention of millions of people, especially American Muslims. In his speech, he attracts much public attention by quoting words from Prophet Muhammad, *“Whoever among you sees wrong, let him change it with his hand. If he is not able, then with his tongue. If he is not able, then with his heart”*. *“One of the things I think is important... I wish we taught more in our schools about the Islamic faith,”* Biden said. *“What people don’t realize is... we all come from the same root here in terms of our fundamental, basic beliefs”* (Biden, 2020). Related to Muslims, Biden also uses the word *‘Inshaallah,’* the most ubiquitous expression in Arabic, during a debate with President Trump (Armus, 2020).

Further, in his speech, Biden makes many of his intentions or promises to American Muslims if he is elected as a President. As expressed in his speech to the American Muslim voters, some of his intentions are that he will be a president who makes the efforts, pays attention to, and integrates the thoughts and cares of Muslim Americans, and will end the Muslim restriction at the very beginning, will work with the assembly to pass the hate crime regulation, will pay attention to ongoing issues for all Americans: controlling the virus, tackling the spread of health, and seeking to expand access to healthiness by protecting and establishing Obamacare with public options, will make historic investments to revitalize our economy, and Biden says that he will try not to fail in defending the violent human rights abuses and prosecutions of Muslim minorities worldwide.

Those are some examples of his intentions to attract American Muslims in his speech. Otherwise, Biden also directly criticized the Donald Trump administration, which Donald Trump caused much controversy during his administration (Biden, 2020). Consequently, most of Biden's intentions attempt to improve Donald Trump's policies which have harmed many people, especially Muslims.

Biden's utterances above show that Biden attempts to express his intentions positively to Muslims. It is different from the previous president, Donald Trump, who discriminated against the Muslim community in America. Biden criticizes in his speech that the policies of Donald Trump often discredited US Muslims and spread as a root cause of social divisions in the US (Nashrullah, 2020). For some reasons, Biden's efforts to attract the attention of American Muslims, who are a

minority in the United States, are accomplished by including Muslims as one of his election supporters. Therefore, this study reveals how Biden caught the attention of American Muslims through his speech and what made American Muslims so important in his election.

The researcher is interested in learning how the language is used by Biden in her speech for some reasons. First, Biden quotes a hadith from the Prophet Muhammad SAW in his speech while he is not Muslim. Second, Biden shows great concern for American Muslims and attempted to express his intentions positively to the American Muslims. Moreover, several words in his speech touch upon Trump's previous policies, which had harmed many parties, especially American Muslims. Therefore, the speech is analyzed using an appraisal theory approach to reveal how Biden applies language in conveying his intentions and feelings, and reveal what made American Muslims so important in his election through appraisal attitude item.

An appraisal framework is an approach to exploring, describing, and explaining the ways of language. Appraisal roles work to evaluate, adopt attitudes, and manage positions and interpersonal relationships (White, 2015, p.1). The appraisal approach interprets applying appraisal devices in a Biden's speech that greatly influenced American Muslims in gaining more votes in the presidential election. This research is also to find out Biden's view about Muslims through judgement of appraisal device.

Then to limit this research, the appraisal system is a research concentration to interpret applying appraisal devices in a Biden's speech in a virtual campaign held by Emgage Action. The analysis is carried out in terms of attitude (feelings and values expressed to the audience), the ability to choose the right words that allow the audience to predict the speaker's attitude towards the discussion of the current phenomenon. The appraisal resources are applied to reveal how the speaker uses language in conveying his intentions to attract the support of Muslim voters in the campaign and how is his view towards American Muslims.

1.2 Research Questions

After identifying the reason for analyzing the appraisal of Biden's speech, the researcher formulated the following statements to specify the problem to be discussed. The research problem can be structured as follows:

1. How are appraisal devices applied in Biden's speech, and how Biden uses his speech to convey his intentions to American Muslim voters?
2. How Biden's view about Muslims through judgement device?

1.3 Objectives of Study

The objectives of study intend to answer the research problem. Based on the questions above, the objectives of this study are:

1. To analyze the appraisal devices applied in Biden's speech and how Biden uses speech to convey his intentions to American Muslim voters.
2. To find out Biden's view about Muslims through judgement device.

1.4 Scope of Study

This research interprets the appraisal devices in a Biden speech in a virtual campaign held by Emgage Action. In the second analysis, the research will focus on the judgements of the attitude subsystem to discover the democratic candidate's views about Muslims through his speech.

1.5 Significances of Study

The purpose of this study is expected to provide knowledge for the author and the readers. The author hopes to apply what researchers have learned and develop theories to examine cases around or solve the problem around. For readers, the researcher hopes that this paper can be used as a reference regarding the author's theory and become useful reading. In this study with the theme of a speech by politicians, the researcher hopes this paper can provide knowledge about the importance of words or sentences used by politicians as a strategy to gain votes the audiences and to convey the purposes of the speech delivered.

1.6 Literature Review

In this study, researchers have several references to topics and theories related to this paper. Below are five kinds of research that are used before compiling this analysis.

The first research, a journal by Ida Rohmawati Volume 5 Number 1 in April 2016 entitled "Appraisal Devices Realizing Attitudes in Barrack Obama's Inaugural Speech." The researcher uses an appraisal approach to examine and represent

Obama's attitude towards symptoms in America and the world, which is manifested in his speech using an appraisal approach. The results showed 323 clauses consisting of 51 affects, 155 judgements, and 117 appreciations, and the positive attitude in Obama's speech was used more than the negative attitude. A positive attitude was shown in Obama's speech because he was confident that the problems in America would be resolved and conditions would recover. This study also shows that Obama is a good orator with high ability and an extraordinary way of thinking.

Second, the thesis by Firola Muzila in 2018 entitled "Political Discourse of PM Theresa May: An Appraisal Analysis." The researcher interprets political speech using Martin and White's Appraisal theory to analyze the data. The research focused on appraisal subsystem attitude (affect, judgement, and appreciation) and used the descriptive qualitative method. This study found 97 attitudes, consisting of 11 affects, 31 judgements, and 55 appreciations, of which 76 showed positive and 21 negative attitudes. Judging from the dominance of appreciation in the speech followed by judgement and affect, the results of the study reveal that the Prime Minister was careful in his speech to avoid further problems.

The third is a paper by Laras Noviati in 2019 entitled "Unveiling Trump's Speech in Convincing Muslim Leaders to Fight Against Terrorism: Appraisal Analysis." Her research shows that Trump's speech employs all appraisal items. The appraisal item on Trump's speech brought up categorical issues to convince Muslim leaders. The categorical issues are in the form of praising, portraying radical Islamic terrorism, reflecting the certain state of causing terrorism, campaigning about moral leadership, illustrating the future's possibility, offering

partnership, showing interfaith engagement, and calling Muslim leaders to speak out to denounce terrorism.

The fourth is a graduating paper by Amalia Nazla Saldina in 2019 entitled “An Appraisal Analysis of Viewer’s Comments In Thariq Ramadan’s Interview,” sourced from social media Youtube, which talks about the controversial issue of Trump, Terrorism, and the Muslim Brotherhood. Analysis of attitudes shown by video viewers using descriptive qualitative methods and appraisal theory by Martin and White is the purpose of this study. The result of the analysis showed that the viewers applied 107 attitude items in positive and negative, and 46 items showed the high and low attitudes of the viewers. The result of the analysis also showed that the viewers delivered their comments explicitly and implicitly.

Last, a graduating paper by Salahudin in 2020 entitled “Appraisal Analysis: Attitude Evaluation Towards The Three Main Characters In Part III “ A Thousand Splendid Suns” Novel.” This study aims to determine the attitude subsystem most widely used by certain characters and evaluate the use of lexical metaphors in building character transmission using attitude items. In analyzing the data using the descriptive qualitative method, all words, phrases, clauses, or sentences are indicated as part of the attitude source but are limited to the main character in part III, “ A Thousand Splendid Suns” Novel. The result shows that the most dominant attitude sub-system used affects, followed by judgement and appreciation, and the use of lexical metaphors appears to explain the feeling, approve, criticize characters, and appreciate certain phenomena.

The references above conclude that this paper has differences in the object, but some have similarities in theory and method. In analyzing the object using appraisal, several researchers above focus on the attitude of the appraisal theory subsystem. What must be emphasized is that none of the appraisal analyses conducted in previous studies focused on judgement analysis. In this study, the researcher conducts all devices of appraisal to solve the first problem statement, and the second analysis is focused on the judgement of attitude devices to conduct the second problem statement.

1.7 Theoretical Approach

The researcher uses appraisal theory to complete the research. Appraisal theory is the development of Systemic Functional Linguistics (SFL) of Halliday, especially in interpersonal function (Martin & White, 2005). The word 'appraisal' is a term related to the language of evaluation. The appraisal theory system can be defined as a resource for expressing attitudes through language, which has the function of evaluating, taking attitudes, and managing positions and interpersonal relationships by explaining, describing, and exploring how language is used.

Appraisal analysis is concerned with discourse analysis which examines language patterns throughout the text and studies the relationship between language and the social and cultural context in which it is used. Discourse analysis also reveals how language use provides different views of the world and different understandings. It examines how the use of language is influenced by relationships between participants as well as the effects the use of language has upon social

identities and relations. It also considers how views of the world and identities are constructed through the use of discourse (Munday & Zhang, 2017, p.1-2).

There are three main systems in the appraisal framework: attitude, engagement, and graduation. Attitude refers to the judgement and appreciation of human behavior, text, or process, and phenomenon after the influence of psychology. The center of the attitude system is the affect system, which serves as the basis for judgement and appreciation. The judgement system evaluates the behavior of language users according to the standards of ethics and morality, and the appreciation system is the evaluation of text or process and phenomenon, including reaction, composition, and valuation.

The engagement system is used to study the sources of attitude, mainly involving heterogloss and monogloss. White regards the expansion and contraction of dialogue as the important factors to divide heterogloss, supplemented by the investigation of the sound source. Heterogloss is divided into dialogic expansion and dialogic contraction, in which the dialogic expansion is classified as entertain and attribute. Then, dialogic contraction can be classified into proclaim and disclaim. Then, monogloss includes assertion and presumption.

The next device of appraisal is graduation. Graduation refers to the increase and decline of attitude, which can be graded. “Force” is for those which cannot be graduated, and “focus” is the degree that can be increased or decreased by sharpening or blurring words.

The focus of this research is to analyze all of the appraisal devices applied to each topic issue in the speech, and the second analysis concentrates on judgement

devices to solve the problems. The appraisal devices are attitude, engagement, and graduation. Attitude is concerned with our feelings, including emotional reactions, judgements of behavior, and evaluation of things. It consists of three resources: affect, judgement, and appreciation. Affect is a resource for expressing emotional states and responses (e.g., shining with joy, nasty, sad, cheerful (about a person), happy, etc.), judgement is a resource for expressing norms (e.g., right, wrong, ethical, responsible, etc), and appreciation is resources for expressing tastes aesthetic likes or dislikes (e.g., beautiful, unattractive, yummy, simple, etc.). Engagement is a resource for positioning the speaker's or author's voice with respect to the various propositions and proposals conveyed by a text; meanings by which speakers either acknowledge or ignore the diversity of viewpoints put at risk by their utterances and negotiate an interpersonal space for their positions within that diversity. Then, graduation is a value by which speakers graduate (raise or lower) the interpersonal impact, force, or volume of their utterances and by which they graduate (blur or sharpen) the focus of their semantic categorizations.

1.8 Method of Study

1.8.1 Type of Research

The researcher uses the descriptive qualitative method to conduct this problem research in analyzing this paper. Lexy J. Moleong (2007, p.6) states that descriptive qualitative research is research that aims to interpret the phenomena of what is experienced by the subject of research, such as behavior or attitude, opinion, desire, action, and others, by representing things in words in a particular natural

context and by using various methods. The researcher applies the qualitative method as the research methodology because the qualitative inquirer deals with data in words rather than numbers and statistics (Donald dkk., 2002).

Additionally, the research in qualitative methods involves the data collection, analysis, and interpretation to collect the data that are the subject's experiences and perspectives on people (Creswell, 2009, p.15). By the type of this research, the data speech of Joe Biden is carried out further by describing and analyzing them according to the theories.

1.8.2 Data Sources

There are two sources of data in this research. The primary data is from YouTube, and the second data is the video transcript taken from the website address. In the data, there are many participants, but the researcher only focuses on the part of Joe Biden's speech which starts at minute 48:36 until 01:01:02.

1.8.3 Data Collection Technique

Data collection produced in qualitative research involves four main plans. After conducting the research method, the data collection is done by interview, observation, documentation, and audio-visual materials (Creswell, 2009, p.180-181). Then, the researcher used the observing method to examine the use of language in documents, for example, novels, speeches, film scripts, and others (Muhammad, 2011, p. 23).

In collecting data, the researcher firstly gets the primer data in the form of a Youtube video, and the second is in the form of transcript data. Then the researcher

observes the data by watching and listening to the audio-visual and matches with the speech's transcript to analyze the data.

The following steps in collecting the data are 1) understanding the speech delivered, 2) dividing the speech text into several clauses, 3) identifying appraisal devices in the data, 4) finding the appraisal devices in the data based on attitude, engagement, and graduation sub-system, and 5) analyze the judgement items in particular data to find the more detailed result.

1.8.4 Data Analysis Technique

Data analysis is an ongoing process throughout the research (Creswell, 2009, p. 201). This study includes an analysis of participant information, and the researcher normally uses a typical analytical process as well as those found in specific investigative strategies. The more general steps include arranging and holding data, the preliminary reading of information, data coding, evolving code description and thematic analysis, using computer programs, presenting findings in tables, graphs, and figures, and interpreting findings (Creswell, 2009, p. 201).

Quoting Muhammad (2011, p. 212), Sudaryanto explained that analysis is an attempt by researchers to directly solve the problems contained in the data. In the analysis, there is an act of unraveling, dissecting, and elaborating the problem. Kaelan (2005, p.209) in Muhammad (2011, p. 211) also describe several data analysis processes, including compiling data sequences and coordinating them into patterns, categories, and units. So, it can be concluded that analyzing process is data sorted and grouped according to patterns, categories, and units.

In order to answer the research question, the research is carried out carefully by analyzing words, phrases, or clauses in the speech that have appraisal devices subsystems, especially attitude subsystems. The analysis steps are: 1) categorizing the speech based on the topic issues, 2) determining the appraisal devices in Joe Biden's speech, and 3) categorizing into attitude, engagement, and graduation devices by using the appraisal theory of Martin & White (2005), 4) interpreting the applied appraisal devices in each topic issues 5) analyzing the particular data that focus on judgement device, and 6) concluding the results by providing conclusion on the final results of the research problem question.

1.9 Paper Organization

The research paper consists of four chapters. The first chapter is an introduction. The introduction consists of a background of the study, research questions, objectives of the study, significance study, literature review, theoretical approach, method of research (consist of type of research, data sources, data collecting technique, and data analysis technique), and paper organization of this research. Then, chapter two covers the appraisal theory that explains the appraisal devices: attitude, engagement, and graduation. The third, chapter three, is a discussion. In this chapter, the data that has been collected is analyzed using the appraisal theory of Martin & White. The last, chapter four, is the conclusion. This chapter consists of the discussion results and provides some suggestions.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Appraisal theory is applied to reveals how appraisal devices are applied in Biden's speech, how Biden uses speech in conveying his intentions to American Muslims, and Biden's view about Muslims through appraisal attitude items. Biden's speech encompasses eight topics that describe the entire content of the speech as the ways Biden conveyed his intentions. The category issues include expressing gratitude, emphasizing the importance of the Islamic faith, campaigning for the rights of American Muslims, admiring the civil rights fighters, criticizing Donald Trump and his administration, showing the importance of Muslim presence, and persuading American Muslims to support him.

Analysis of the appraisal devices in each category issue shows all kinds of appraisal devices applied: attitude (affect, judgement, appreciation), engagement, and graduation. The attitude devices are conveyed positively, negatively, explicitly, and implicitly. The analysis also reveals Biden's view of Muslims by focusing analysis on judgement devices. Through judgement devices, Biden expresses his evaluation about American Muslims in a positive evaluation that deals with capacity, tenacity, veracity, and propriety. In evaluating Muslim Americans, Biden evaluates that the role of Muslims America is critical as one of the powers in his election. Accordig to him, Muslim support can help Biden and his government to

build better and resolve the problem in the country if Biden is successful in his election.

From the analysis, it can also conclude that Biden is trying to build a positive image in front of the American Muslims voters to make his speech more persuasive to attract the audience and gain support.

4.2 Suggestions

After going through the research process, the researcher realizes that various theories can be used to solve the problem statements in research. The researcher suggests for the next researchers that the object of research as much as possible is something new or different from previous research. It can be a spoken object or written object except for speech. In appraisal analysis, the next researcher can be more focus on one appraisal device so the analysis result can be more specific.

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