
The Representation of Indonesia in Prabowo Subianto's Speech at World Economic Forum 2026: A Genre and Appraisal Perspective

Noviana Fitriani
Dian Nuswantoro University
311202302584@mhs.dinus.ac.id

Setyo Prasiyanto Cahyono
Dian Nuswantoro University
setyo.cahyono@dsn.dinus.ac.id

Abstract

Political speeches at international forums build national identities and contribute to developing global perspectives on a nation's policies and program. Therefore, examining the linguistic resources is essential to understand how political leaders construct national representation and achieve their communicative purposes. This study examines the use of genre and appraisal resources in President Prabowo Subianto's speech at World Economic Forum 2026. It aims to identify how linguistic resources construct Indonesia's representation and support the speech's communicative purpose. This study employs a qualitative descriptive approach using Systemic Functional Linguistics (SFL), particularly genre analysis proposed by Martin and Rose (2008), and appraisal theory by Martin and White (2005). The data consist of 3,558 words from the official speech transcript and a video lasting 54 minutes and 48 seconds, analyzed through the schematic structure and three Appraisal systems: Attitude, Graduation, and Engagement. The finding identified 1,251 appraisal resources, with Appreciation as the dominant Attitude category, Force as the dominant Graduation category, and Monogloss as the dominant Engagement category. These patterns indicate that evaluates Indonesia's development positively, strengthens evaluative meanings through intensification, and presents propositions through direct and authoritative statements. In terms of genre, the speech follows a report structure supported by evaluative elements. The findings demonstrate that genre and appraisal resources work together to construct a positive representation of Indonesia as a stable, resilient, capable, and promising country. Therefore, the speech functions not only to provide information but also to persuade the international audience and strengthen Indonesia's image globally.

Keywords: Political Speech, Genre, Appraisal, Systemic Functional Linguistics, Indonesia Representation.

INTRODUCTION

Political speeches play an important role in shaping how a nation is perceived by the international community, particularly when political leaders address global issues communicate national interests, and present their countries at international forums such as World Economic Forum (WEF). As a platform for global dialogue on economic, political, and social issues, the WEF provides

an important context for examining how political leaders use language to represent their nations and communicate their positions to international audiences. Through political discourse, leaders use language not merely to deliver information but also to construct national representations, establish relationships with audiences, and influence public perspectives. Speech as a form of human communication that serves to convey

meaning, ideas, and objectives through spoken language. According to (Abdullah, 2006) speech is a process of communication in that the speaker uses spoken language to convey ideas and construct meaning within a social context. Meanwhile, (Abdelkader & Amine, 2016) argues that speech is a key part of communication that serves to deliver messages to participants and create shared understanding, hence emphasizing its interactive nature and social context. Furthermore, (Dietz et al., 2024) explains that a speech is a medium through which humans can express themselves by engaging cognitive, emotional, and intentional processes to alter or influence participant's thoughts. These functions are closely related to interpersonal meaning, which explains how language is used to establish relationships, express attitudes, and negotiate meaning between speakers and audiences. According to (Davidse et al., 2015), interpersonal meaning is realized through linguistic elements such as mood, modality, pronouns, and evaluative expressions that reflect the speaker's position and interaction with listeners. In this regard, Appraisal Theory within Systemic Functional Linguistics (SFL) analyzes evaluative language through three systems: Attitude, Graduation, and Engagement.

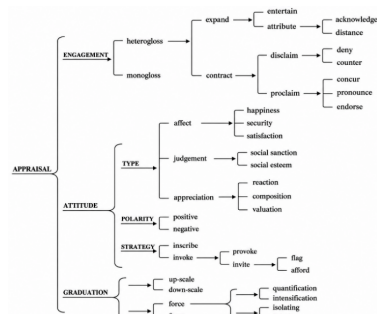


Figure 1. An overview of Appraisal resources (Matthiessen et al., 2010)

According to (Martin & Rose, 2008), appraisal theory is a framework of analysis used in SFL that aims to evaluate attitudes and

evaluations in discourse. There are three main systems within this theory: Attitude, Graduation, and Engagement (Abugu & Othman, 2025; Martin & White, 2005; White, 2011). Attitude focuses on the evaluation of people, actions, or events, while graduation refers to evaluation intensity, meanwhile engagement refers to the speaker's perspective in the discourse. According to (Matthiessen et al., 2010) Appraisal developed into an interpersonal metafunction to understand in detail how evaluative meaning is realized through language choices. The evaluative meanings can also be further understood through genre analysis of political speeches.

Genre is defined as a social process which is oriented toward a goal and identified based on structure, function, and the linguistic patterns that are applied. According to (Frow, 2006), genre contributes to the delivery of information, arguments, and evaluations through a structured approach. In political discourse, genre influences how messages are formed and interpreted in order to convey communicative objectives. According to (Beebe & Beebe, 2005; Ensink et al., 1995; Lucas, 1998), political speeches can shape audience's attitudes, perspectives, beliefs, and responses through rhetorical strategies. In this context, Prabowo Subianto's speech at World Economic Forum 2026 can primarily be categorized as a report genre because it presents factual information about Indonesia's national conditions, economic development, and government programs (World Economic Forum, 2026). This classification is reflected in the use of objective statements, technical vocabulary, quantitative and qualitative data, and explanation of policy programs. Through its genre structure, the speech not only conveys information about Indonesia's development but also strengthens the country's image and credibility on the global stage (Benjamin, 2016). Furthermore, the

speech demonstrates how evaluative lexis, modality, and rhetorical organization contribute to the presentation of information and the communication of political positions (Endarti, 2026; Umiyati, 2025). These characteristics highlight the importance of genre analysis in understanding how political leaders organize factual information to achieve their communicative purposes. The role of genre in political discourse has also been explored in previous studies examining the structure and communicative purposes of political speeches.

Some previous studies have examined political discourse through different aspect of Appraisal Theory, particularly Attitude, Graduation, and Engagement, as well as genre analysis. Some previous studies have analyzed Appraisal Theory with a focus on Attitude Haq et al., (2020); Mawarni et al., (2026); Rohmawati, (2016). They observed that attitude resources, particularly affect, judgement, and appreciation were dominantly used to express evaluation in political speech. Meanwhile, Alhuthali (2024); Shabriani (2023); Sun & Liu (2023) focused on graduation and found that force and focus were used to intensify meaning and strengthen persuasion. Furthermore, Fan (2019); Li & Li (2019); Xia (2021) focused on engagement and showed how speakers negotiated perspectives in discourse. Moreover, Al-Saaidi & Al-Saibani (2015); Issa & Abbas (2022); Savchuk (2024) mainly focus on genre in political and presidential discourse. However, further research is needed to address the limited attention given to how genre and appraisal resources interact in constructing national representation, particularly in Prabowo Subianto's speech at World Economic Forum 2026.

Despite the contributions of previous studies, the relationship between genre structure and appraisal resources in constructing national representation remains underexplored.

Previous studies have generally examined Appraisal systems, such as Attitude, Graduation, and Engagement, or genre analysis as separate aspects of political discourse. Consequently, limited attention has been given to how the generic structure of political speech interacts with evaluative language to construct and communicate a nation's identity, achievements, and aspirations. This gaps is particularly relevant to Prabowo Subianto's speech at WEF 2026, which serves as a medium for presenting Indonesia to an international audience. Therefore, further investigation is needed to understand how genre and appraisal resources work together to shape the representation of Indonesia in this speech.

To address this gap, the present study contributes to the analysis of political discourse by integrating genre and appraisal theory to examine Prabowo Subianto's speech at WEF 2026. While genre focuses on the organization and communicative purposes of the speech, Appraisal theory examines how evaluative language conveys attitudes, strengthens meanings, and positions the speaker's perspective. By combining these perspectives, this study provides a more comprehensive understanding of how the structure of a political speech and its linguistic choices contribute to constructing Indonesia's representation in an international forum.

Accordingly, this study seeks to answer the following research question:

1. What is the schematic structure of Prabowo Subianto's speech at World Economic Forum 2026?
2. What types of appraisal are found in the speech?
3. How do genre and appraisal construct Prabowo's speech Subianto's speech at World Economic Forum 2026?

METHODOLOGY

This study uses a qualitative descriptive method to examine how Indonesia is represented in Prabowo Subianto's speech at World Economic Forum 2026 in Davos, on January 22, 2026. The study uses genre and appraisal approaches to analyze the structure of the speech and the language used to present Indonesia. This study used the official transcript of Prabowo Subianto's speech, consisting of 3,558 words, as well as a video recording that runs for 54 minutes and 48 seconds (World Economic Forum, 2026). The transcript provided the main data, while the video helped the researcher follow the context and delivery of the speech. The analysis focused on words, phrases, clauses, and longer section of the speech that showed genre patterns and appraisal meaning. These parts were examined to see how Prabowo described Indonesia and presented the purpose of his speech to the international audience.

The researcher read the official transcript several times and watched the video to understand the speech and identify important language features. The data were analyzed using content analysis through genre and appraisal approaches. Following Martin and Rose (2008), genre analysis was conducted to identify the stages of the speech and understand how they supported its purpose. Martin and White (2005) appraisal theory were conducted to examine the speaker's evaluations through Attitude, Graduation, and Engagement. The researcher selected relevant linguistic units, classified them according to their meanings in context, and entered them into an analytical table. The number of occurrences in each appraisal category was counted, and the percentages were calculated based on the total appraisal resources found. The classifications were checked against the theories and the surrounding text to maintain consistency. The results were then combined to examine how Prabowo presented Indonesia, expressed political authority, and

shaped the international audience's view of the country.

RESULT AND DISCUSSION

Finding Result

The Schematic Structure of Prabowo Subianto's Speech at WEF 2026

Understanding the genre is essential prior to analyzing the appraisal system because genre determines how meanings and evaluative positions are organized in a text. Genre refers to a social process that develops through recognizable stages to achieve a particular communicative (Martin & Rose, 2008). In political discourse, a speech may contain more than one genre because speakers often combine different communicative purposes, such as informing, describing, evaluating, and persuading the audience. Therefore, the analysis of genre is important to identify how the speaker organizes information and constructs his position toward the issues discussed.

Based on the analysis undertaken on Prabowo Subianto's speech at World Economic Forum 2026, the speech is predominantly organized as a report genre with supporting descriptive, evaluative, and recommendation stages. The speech begins by introducing the general condition, followed by a detailed description of Indonesia's economic performance, government policies, and development programs. The speaker then evaluates Indonesia's achievement and conditions positively before presenting future plans, cooperation, and national commitments.

Table 1. The Schematic Structure of Prabowo Subianto's Speech at WEF 2026

Table 1. The Schematic Structure

General Classification	We gather here, in Davos, at a time of great uncertainty. A time wars continue to break out. A time when trust between nations, between institutions,
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	between people, is fragile. History teaches us peace and teaches us peace and stability are our most valuable assets. Peace and stability are the ultimate prerequisites for growth and prosperity. There will be no prosperity without peace.
Description	The IMF recently described Indonesia as, I quote, a global bright spot with strong economic growth amid a challenging external environment. While the world had faced tightening financial conditions, ...
Evaluation	Indonesia is now not only a land of peace and stability, Indonesia now is more and more the land of opportunity. Once again, I mentioned that I am convinced that our growth, the economy, the growth of our economy will be significantly surprising to many in the world. With Danantara, Indonesia is now able to be your partners. We will ...
Recommendation	The rule of law must prevail over any vested interest. In 2025, Indonesia, as I promised, we will confront and we have confronted corruption directly, ...

The first stage, General Classification, introduces the situation surrounding the speech by presenting global uncertainty, continuing wars, fragile trust, and the importance of peace and stability. This stages establishes the general context before the speaker focuses on Indonesia. The second stage, Description, provides information about Indonesia's economic condition and government program, including economic growth, Danantara, social policies, education, health, poverty reduction, and food and energy sufficiency. The third stage, Evaluation, presents the speaker's assessment of Indonesia's achievements, economic potential, government reforms, and law

enforcement. The final stage, Recommendation, presents future goals and commitments concerning poverty reduction, economic integration, governance, peace, cooperation, and the quality of life. Thus, the speech moves from introducing the general situation, describing Indonesia's current development, evaluating its achievements, and finally presenting future direction and commitments.

Appraisal System of Prabowo Subianto's Speech at WEF 2026

In this part, the researcher presents the findings of the appraisal system exploited by President Prabowo Subianto's expressing his evaluations and arguments throughout the speech.

Table 2. Types of Appraisal

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System	Category	Sub-category	Σ	%
Attitude	Affect	Desire	10	2.62
		Cheers	10	2.62
		Confidence	19	4.98
		Surprise	2	0.52
		Disquiet	4	1.04
		Interest	1	0.26
		Pleasure	5	1.31
	Judge-ment	Capacity	+ 18	4.72
			- 1	0.26
		Tenacity	+ 6	1.57
		Veracity	+ 4	1.04
		Propriety	+ 16	4.19
			- 8	2.09
	Apprecia-tion	Quality	+ 34	9.71
			- 4	1.04
		Valuation	+ 147	38.5
			- 92	24.1
	Total		381	100
Gradua-tion	Force	Intensifi-cation	210	49.8
		Quantifi-cation	97	23.0
	Focus	Sharpen	109	25.8
		Soften	5	1.18
	Total		421	100
Engage-ment	Mono-gloss	Monogloss	375	83.5
	Hetero-gloss	Attribute	32	7.12
		Entertain	26	5.80

	Disclaim	16	3.56
Total		449	100
Total		1.25	100
		1	

Table 2 presents a comprehensive distribution of the appraisal resources identified in the data covering three major systems: Attitude, Graduation, and Engagement, based on Martin & White (2005). The findings show 1.251 appraisal resources in total with 381 Attitude, 421 Graduation, and 449 Engagement resources. The findings show that each system contributes differently to the construction of evaluative meaning in Prabowo's speech at WEF 2026.

Attitude accounts for 381 instances. Appreciation is the most dominant category, particularly Valuation (+), with 147 occurrences (38.58%), followed by Valuation (-) with 92 occurrences (24.14%). This indicates that Prabowo tends to evaluate Indonesia's development, conditions, and policies based on their value and significance.

Graduation comprises 421 instances, with Force is the most dominant category, particularly Intensification with 210 times (49.88%). It is followed by Sharpen with 109 occurrences (25.89%) and Quantification with 97 occurrences (23.04%). This indicates that Prabowo frequently intensifies his statements to strengthen his evaluations and emphasize Indonesia's achievement and potential.

Engagement occurs 449 times, with Monogloss being the most dominant, accounting for 375 occurrences (83.51%). Attribute appears 32 times (7.12%), followed by Entertain with 26 occurrences (5.80%) and Disclaim with 16 occurrences (3.56%). This dominance of Monogloss indicates that Prabowo presents information and evaluations in a direct and firm way, reinforcing his authoritative position.

Overall, the findings show Appreciation, Force, and Monogloss are the dominant

appraisal resources, these patterns indicate that Prabowo positively evaluates Indonesia, strengthens his evaluations through intensification, and presents his propositions in a direct and authoritative manner.

Attitude

Attitude is concerned with expressing feelings, evaluating people's behavior, and assessing things, situations, or phenomena. It consists of three main categories: Affect, Judgement, and Appreciation (Martin & White, 2005). The following sections present the use of each Attitude category in Prabowo's speech.

Affect

Affect is concerned with expressing emotional responses and feelings. In Prabowo's speech, Affect is used to express the speaker's emotional stance toward Indonesia's future and national goals.

Excerpt 1

I'm confident that this year our ...

Excerpt 1 expresses Affect: Confidence (+), expressing the speaker's strong belief in Indonesia's future economic growth. President Prabowo uses this expression to convey confidence that Indonesia's economic performance will exceed expectations. In addressing an international audience at WEF, the expression reinforces optimism about Indonesia's economic prospects and strengthens the positive representation of the country's future growth.

Excerpt 2

I have no choice

Excerpt 2 represents Affect: Disquiet (-), showing the speaker's feeling of concern and lack of alternative in responding to the situation. President Prabowo uses this expression to convey a sense of pressure in making a particular decision. In addressing the international audience at WEF 2026, the

expression reflects the speaker's emotional response to the situation and presents his decision as necessary under the circumstances.

Judgement

Judgement is concerned with evaluating people's behavior and character based on social norms and values. In Prabowo's speech, Judgement is used to evaluate the capability, commitment, and moral qualities of individuals or groups involved in national development.

Excerpt 3

I challenge them to try to buy officials for my administration.

Excerpt 3 shows Judgement: Propriety (+), reflecting the speaker's evaluation of the ethical conduct of government officials. President Prabowo uses this expression to emphasize the importance of keeping officials free from bribery and outside influence. In the WEF context, this expression presents integrity as an important principle of government conduct.

Excerpt 4

Because, we found them violating laws.

Excerpt 4 represents Judgement: Propriety (-) indicating a negative evaluation of those who violate the law. Through this expression, President Prabowo marks law breaking as improper behavior and emphasizes the need for legal compliance. In his WEF speech, this evaluation helps highlight the importance of the rule of law in government.

Appreciation

Appreciation is concerned with evaluating things, situations, processes and phenomena based on their value, quality, or significance. In Prabowo's speech, Appreciation is frequently used to evaluate Indonesia's development, economic conditions,

government policies, and national achievement.

Excerpt 5

We will rationalize, we will get rid of inefficiency.

Excerpt 5 shows Appreciation, particularly Valuation (+). The expressions evaluate the government's efforts to improve efficiency and governance. It shows that Prabowo presents the policy as a positive step to create a more effective government.

Excerpt 6

... we must combat corruption, manipulation, maleficence.

Excerpt 6 represents Appreciation: Valuation (-), showing the speaker's negative evaluation of corruption, manipulation, and maleficence. President Prabowo uses this expression to present these practices as harmful conditions that must be addressed by the government's commitment to eliminating negative practices and strengthening good governance.

Graduation

Graduation is used to increase or decrease the strength or degree of an evaluation. It consists of Force and Focus (Martin & White, 2005). The following excerpt shows the use of Graduation in Prabowo's speech.

Force

Force is used to increase or decrease the intensity or quantity of an evaluation. In Prabowo's speech, Force is used to strengthen statements and emphasize particular evaluation.

Excerpt 7

There can be no compromise

Excerpt 7 represents Force: Quantification, showing the absence of any possibility for compromise. President Prabowo uses this expression to emphasize that compromise is not allowed in the stated situation. In

addressing the international audience at WEF, the expression strengthens the firmness of his statement and presents his position as definite.

Excerpt 8

Our policies have been and will always be well calibrated.

Excerpt 8 shows Focus: Sharpen, showing a clear and specific evaluation of the government's policies. President Prabowo uses this expression to emphasize that his policies are carefully planned and appropriately adjusted. In addressing the international audience at WEF, the expression strengthens the representation of his policies as precise and well considered.

Engagement

Engagement refers to how speakers position their statements in relation to other voices or viewpoints. It includes Monogloss and Heterogloss (Martin & White, 2005). The following excerpts show the use of Engagement in Prabowo's speech.

Monogloss

Monogloss is used to present a statement as direct and independent without referring to other voices or viewpoints. In Prabowo's speech, Monogloss is used to express statements directly and emphasizes the speaker's position.

Excerpt 9

I gave a target to my team.

Excerpt 9 represents Engagement: Monogloss, showing the statement as a direct assertion without referring to other voices or viewpoints. President Prabowo uses this expression to emphasize his authority in setting data targets for his team. In addressing the international audience at WEF, the expression reinforces his direct and authoritative position as a leader.

Heterogloss

Heterogloss is used when speakers refer to or include other voices and viewpoints in their statements. In Prabowo's speech, Heterogloss is used to present statements from other people as additional voices supporting the speaker's message.

Excerpt 10

But my people said, "No, Sir, we will reach

Excerpt 10 shows Heterogloss: Attribute, showing the inclusion of another voice through the expression "my people said". President Prabowo uses this expression to present his team's statement as support for the expectation at WEF, the expression shows the involvement of another voice and strengthens the statement by presenting the team's perspective.

Discussion

The final section of this article presents a discussion of the research findings based on Genre and Appraisal perspectives. Genre represents a social process in which meaning is developed through recognizable stages to achieve a particular communicative purpose (Martin & Rose, 2008). Appraisal examines how speakers construct evaluation and interpersonal meaning through Attitude, Graduation, and Engagement (Martin & White, 2005). These systems allow the analysis to identify how evaluation, intensity, and speaker positioning are realized in political discourse.

Based on the findings of this study, the genre of Prabowo's speech is predominantly reported. In presenting his speech, Prabowo tends to describe Indonesia's current condition, economic development, government programs, and future plans through the stages of General Classification, Description, Evaluation, and Recommendation. The findings support Issa & Abbas (2022), who show that political

speeches employ specific genre structures and strategies to achieve communicative purposes. In addition, Al-Saaidi & Al-Shaibani (2015) also identify three main moves in public political speech: Opening, Argumentation, and Closure, with Argumentation presenting situations, issues, and evaluations. Similarly, Savchuck (2024) shows that administrative presidential speeches involve reporting, emotional expression, and the presentation of leadership qualities within epideictic and agonistic genres. In this study, the report structure allows Prabowo to begin with the general global situation, continue with Indonesia's current development, evaluate the government's achievements and policies, and finally present future goals and commitments. Through this structure, the speech provides information while directing the audience from the current situation toward the government's future plans. Thus, this study extends previous research by showing the realization of a report genre in Prabowo's speech at WEF 2026.

At the discourse semantic level, appraisal is used to explore how Prabowo expresses evaluation and positions his arguments throughout the speech. In a broad sense, Prabowo tends to evaluate Indonesia's development, government programs, policies, and national conditions through evaluative language. This tendency is reflected in the dominance of Appreciation, particularly Valuation, which shows that he frequently presents Indonesia and its development according to their value and significance. This tendency indicates that the speech emphasizes the evaluation of things, conditions, and national achievements rather than only expressing personal feelings or evaluating people's behavior. The findings of this study are in line with Haq et al., (2020), who found that Attitude resources are used to express evaluation in political speech. Likewise, Mawarni et al., (2026) also found that Attitude

helps speakers construct evaluation through Affect, Judgement, and Appreciation. In addition, Rohmawati (2016) shows that Attitude resources are used to express the speaker's evaluation and position toward political issues. The use of Appreciation in Prabowo's speech therefore helps construct Indonesia through positive evaluations of its development and potential, while negative evaluations highlight conditions that still require improvement. This shows that Attitude functions not only as a linguistic resource for evaluation but also a way of constructing political representation.

Furthermore, Graduation and Engagement illustrate how Prabowo strengthens his evaluations and positions his arguments toward the audience. Graduation is frequently used to increase the Force of a particular statement and to make certain evaluations more prominent. The dominance of Force through Intensification indicates that Prabowo tends development, government policies, and national goals. This finding is in line with Alhuthali (2024), who states that Graduation is used to strengthen evaluative meaning in political speech. Similarly, Shabriani (2023) also demonstrates that Graduation contributes to strengthening evaluation and persuasive meaning in political discourse. Meanwhile, Sun 7 Liu (2023) shows that evaluative resources can strengthen political meaning and support the speaker's position. In terms of Engagement, Prabowo frequently uses Monogloss to present propositions directly and with limited negotiation of alternative viewpoints. Attribute, Entertain, and Disclaim are also used when the speech introduces other voices, considers possible viewpoints, or rejects particular positions. This tendency is related to Fan (2019) who shows that linguistic resources contribute to the construction of political positioning. Beyond this, Li & Li (2019) demonstrate that Graduation and Engagement resources can

contribute to the construction and strengthening of political meanings. Moreover, Xia (2021) also shows that evaluative resources can be used to manage viewpoints in political discourse. Thus, Graduation and Engagement help Prabowo emphasize his arguments and manage different viewpoints. The combination of the three Appraisal systems shows that evaluation also functions to construct authority, position viewpoints, and exercise power through language.

In an Indonesian cultural context, these findings show that Genre and Appraisal are closely related to the way political messages and national identity are constructed. Prabowo's speech emphasizes national development, economic progress, national interests, and future goals, reflecting a collective orientation toward development and stability. This pattern shows that Genre and Appraisal also function to represent cultural values and political perspectives. The report structure provides a systematic way to present Indonesia's condition and future direction, while Appraisal strengthens the evaluation and positioning of these issues. Therefore, understanding Genre and Appraisal is important for identifying how political discourse constructs national representation and exercises power through language.

CONCLUSION

The findings indicate that Prabowo Subianto's speech at World Economic Forum 2026 strategically employs Genre and Appraisal resources to construct a positive representation of Indonesia. In terms of genre, the speech is organized as a report genre through the stages of General Classification, Description, Evaluation, and Recommendation. Appraisal analysis shows Attitude, Graduation, and Engagement work together to strengthen evaluation, intensify

meaning, and establish a firm speaker position. The dominance of positive Appreciation, Force, and Monogloss which respectively evaluate Indonesia's development, strengthen important statements, and present propositions in a direct and authoritative manner. The combination of Genre and Appraisal demonstrates that the speech functions not only to inform the international audience but also to evaluate Indonesia positively, strengthen the speaker's position, and construct Indonesia as a stable, capable, resilient, and promising country. Thus, the findings show linguistic choices in political discourse and the exercise of power through language.

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