

Attitude and Political Ideology of 2024 Indonesian Presidential Candidates Reported in *Jakartapost.com*

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Abstract

This research examines the evaluation of attitudes in 5 articles from *Jakartapost.com* regarding the electoral debate of presidential candidates. As a mass media outlet targeting readers both domestically and internationally, *Jakartapost.com* is required to maintain neutrality in reporting on presidential debates. Therefore, the research aims to understand the attitudes and political ideology of 2024 Indonesian presidential candidates reported by *Jakartapost.com*. The news was analyzed using the appraisal system proposed by Martin and White (2005), categorizing attitudes into affect, judgment, and appreciation. This research utilized qualitative methods with embedded case study and Spradley's analysis to identify cultural patterns and themes within the

data. The results showed that attitudes consisted of 39.7% negative and 24.6% positive judgments, 16.4% negative and 8.2% positive appreciations, and 9.6% negative and 1.4% positive affects. The appraisal system can identify political ideologies of the three presidential candidates. Anis Baswedan and Ganjar Pranowo express conflicting attitudes towards the current government, indicating their role as opposition and socialist populism, while Prabowo Subianto aligns himself with the current government known as technocratic populism. Journalists tend to assess Prabowo more positively compared to other candidates, suggesting a bias towards supporting him in the 2024 election.

Keywords: appraisal, attitude, ideology, 2024 presidential debate news

INTRODUCTION

The 2024 Presidential Debate is a crucial moment in political democracy, eagerly awaited by presidential candidates and their supporters. The three presidential candidates, namely Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, undoubtedly capitalize on this opportunity. The Presidential Debate is not merely a forum for debating ideas but also serves as a platform for presidential candidates to shape their political image in the eyes of the public. Prior to the general elections, presidential candidates carefully articulate their ideas, thoughts, or speeches, aware that their attitudes and expressions can be evaluated by various parties (Loader, Vromen & Xenos, 2016). Evaluation is not only conducted by fellow politicians but also by journalists who express their views in their writings. Journalists, as the main pillars of information dissemination to the public, are required to carry out their duties independently, neutrally, and objectively (Gunawan, Thahara, & Risdianto, 2019).

The presidential candidate debate has successfully captured the attention of various media outlets, making it a headline across various news platforms. Online media, in particular, draws public attention because it provides up-to-date, easily accessible, and fast information. Therefore, in delivering information, a news journalist should adopt an objective stance, which means writing news authentically, impartially,

and without bias (Cohen-Almagor, 2008; Musfialdy, 2019), while adhering to principles of fairness, moral neutrality, accuracy, and truthfulness (Jakaza, 2019). Conversely, journalists tend to focus on the goal of presenting news that is appealing to readers (Archakis & Tsakona, 2009), prioritizing publication speed over accuracy and objectivity (Thahara, et al., 2019). In essence, mass media should adopt an objective stance by presenting events without biased views and avoiding—or at least minimizing—personal tendencies to ensure that the information conveyed is factual and neutral (McCabe & Belmonte, 2019). The objective or subjective stance of journalists can be identified through their writing (Marchi, 2012), including the underlying ideology shaping the journalist's perspective (Cahyono, Dwi, & Sumarlam, 2021).

Jakartapost.com is one of the media outlets in Indonesia that uses English to report on the 2024 Indonesian presidential candidate debate. The news from Jakartapost.com targets readers both domestically and internationally, requiring it to maintain neutrality in reporting on the presidential debate. Therefore, it is crucial to understand the stance of Jakartapost.com in reporting on the 2024 Indonesian presidential debate. To understand Jakartapost.com's stance in reporting on the presidential debate, it can be examined using the appraisal approach, which is a subfield of Systemic Functional Linguistics.

This research focuses on analyzing attitudes found in articles from Jakartapost.com. The concept of attitude introduced by Martin and White (2005) is divided into three aspects: affect, judgement, and appreciation. Affect is closely related to the emotional dimension or expression of feelings that can be conveyed positively or negatively, either explicitly or implicitly. Judgement is our view of someone's behavior, which can be positive or negative. Appreciation refers to our assessment of something, an event, or a phenomenon, which can also be conveyed positively or negatively.

Research applying the appraisal approach has been conducted by several researchers previously. However, their studies were limited to advertisement texts (Nugraheni, 2011; Tiani, 2017; Sukma, 2018; Yunus, 2018), press conferences (Amalia & Hakim, 2017; Zhang, 2018), tourism information media (Suryaningtyas, Nugroho, & Cahyono, 2019), politicians' speeches (Rohmawati, 2016; Su, 2016; Alvionita, 2018), news

texts (Nazhira, Sinar, & Suriyadi, 2016; Pusparini, 2017), and online media with political themes. Gunawan, Thahara, & Risdianto (2019) investigated the use of appraisal in news articles on the 'identity politics trap' in the online media Tirto and found that the news was dominated by the author's personal opinions on the 212 movement leading up to the 2019 election. Another research by Thahara et al. (2019) analyzed CNN news regarding Prabowo's anger during the 2019 Indonesian presidential election, showing a tendency towards Prabowo's negative attitude towards the Indonesian media. While these studies successfully applied the appraisal framework to various topics and genres of texts, none of them addressed the phenomenal news related to the 2024 presidential debate. Therefore, this research becomes important to fill the knowledge gap by applying the appraisal approach to topics specifically related to the 2024 presidential debate, as a significant phenomenon in the context of Indonesian politics.

Political reporting, as a reflection of political reality, cannot be separated from the subjective aspects that shape it. The use of emotional language in news reporting is considered one of the obstacles to objectivity, as are personal opinions that often reflect the journalists' ideologies (Jakaza, 2019; Kopaleishvili, 2019). Research in Critical Discourse Analysis (CDA) has revealed a strong relationship between news discourse and ideological aspects (Fairclough & Wodak, 1997; Van Dijk, 1995). This scenario has prompted some researchers to use CDA in analyzing political news (Andini & Akhni, 2023; Bello, 2014; Kartikasari, 2020; Patriarche, & Zienkowski, 2022). However, their researches have been limited to linguistic analysis at the micro level, without addressing evaluative language choices to ascertain political ideologies.

On the other hand, research examining the political ideologies of the 2024 presidential candidates has also attracted some scholars. However, their focus tends to lean more towards sociological perspectives (Ufen, 2024; Facal, 2023; Ruslan et al, 2023; Yilmaz et al, 2024) and political perspectives (Widian et al, 2023). From here, it appears that scholars' attention to the analysis of attitude as part of the Appraisal system still receives little attention. To address this gap, this research is important as

it aims to provide a holistic overview in making claims about the political ideologies of each presidential candidate, as evaluated through the language used.

Finally, based on the difference from previous studies that were limited to appraisal analysis, this research has further objectives. (1) to uncover political ideologies of three president candidates portrayed through attitudes found in the news, (2) to identify *Jakartapost.com*'s stance in reporting the 2024 presidential debate. The research data focused on the analysis of five articles about the presidential debate published by *Jakartapost.com*.

LITERARY REVIEW

Ideology cannot be separated from context. According to SFL theory, context is divided into three main components, namely Field, Tenor, and Mode (Martin, 1992). In this context, ideology must interact with one of these three components (Bank, 2009). Field relates to the topic and activities being discussed in a text, while Mode refers to the way linguistic resources are used in various media and rhetorical functions. Tenor, on the other hand, highlights the dynamics of relationships between individuals involved in discursive interaction. Martin (1992) describes Tenor as the relationship between participants and their social roles in conversation. Because Tenor is related to the Interpersonal Metafunction, which deals with the interaction between speaker, listener, and message, it also encompasses aspects of attitude. Thus, it can be concluded that ideology falls within the scope of Tenor (Bank, 2009).

In systemic configuration, attitude is part of the Appraisal system at the discourse semantic level. Martin and White (2005) argue that Appraisal relates to interpersonal meaning because it involves social interaction in sharing feelings and other activities among individuals. They categorize attitude into three semantic features: affect, judgment, and appreciation. Affect is closely related to the emotional dimension or expression of feelings that can be conveyed positively or negatively, both explicitly and implicitly. Judgment encompasses our view of someone's behavior, which can be positive or negative. Appreciation refers to our

evaluation of something, an event, or a phenomenon, which can also be expressed positively or negatively.

In the context of this paper, the Appraisal system is employed to comprehend the interpersonal meaning emerging in the political news coverage regarding the 2024 Indonesian Presidential Debate. The main objective is to delve into how media channels communicate their ideologies and how this influences readers' perspectives on the discussed issues. Therefore, this research aims to understand how media shapes readers' perceptions through the presentation strategies and news framing they utilize.

RESEARCH METHOD

This research uses a qualitative method with embedded case study. It is qualitative descriptive because it attempts to describe words containing attitude meanings on *Jakartapost.com*. Bogdan and Taylor (1998) explain that qualitative a qualitative method with embedded case study is one of the research procedures that produce descriptive data in the form of speech or writing and observed behaviors of people. The qualitative approach is expected to produce in-depth descriptions of speech, writing, and/or behaviors that can be observed from an individual, group, community, and/or specific organization in a particular context studied from a holistic, comprehensive, and holistic perspective. This research is classified as qualitative research because qualitative research is descriptive, meaning that the data collected are in the form of words in sentences or pictures that have meaning beyond just numbers or quantities (Sutopo, 2002).

Analysis technique according to Spradley (1980) consists of four analysis steps: domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis.

1. Domain Analysis

Domain analysis is used to analyze general or surface-level descriptions of the research object, but relatively complete about the research object (Bungin, 2007: 204). Data selection is done at this stage.

The data in this research are words containing attitude meanings based on the Appraisal theory.

2. Taxonomic Analysis

Taxonomic analysis is an analysis focused on a specific domain or subdomain. This analysis aims to reduce large data into groups based on the natural categories of the reality of the research object (Santosa, 2012: 60). At this stage, the obtained data is classified based on types of attitudes by Martin and White (2005).

3. Componential Analysis

Santosa (2012: 63) explains that "componential analysis essentially connects between components or aspects (in this case categories) that have been conducted in taxonomic analysis." Componential analysis is used to analyze elements that have contrasting relationships with each other in predetermined domains for more detailed analysis. In this research, this stage includes the relationship between types of attitudes towards the ideology of Jakartapost.com.

4. Cultural Theme Analysis

Bungin (2007: 213) states that cultural theme analysis can be conducted to discover relationships within the analyzed domains, forming a holistic unity, deeply embedded in a complex pattern that ultimately reveals the surface about the themes or factors that most dominate the domain and those that are less dominant. In this research, cultural theme analysis is obtained after repeated analysis of the domain, resulting in final conclusions regarding the quality of translation that can be obtained.

RESULTS

In this research, appraisal is employed to analyze attitude system in 5 articles reported by Jakartapost.com covering the presidential debate. According to Martin dan White (2005), the attitude is categorized into affect, judgement, and appreciation. The classifications of the attitude in the text news are presented in the following chart 1.

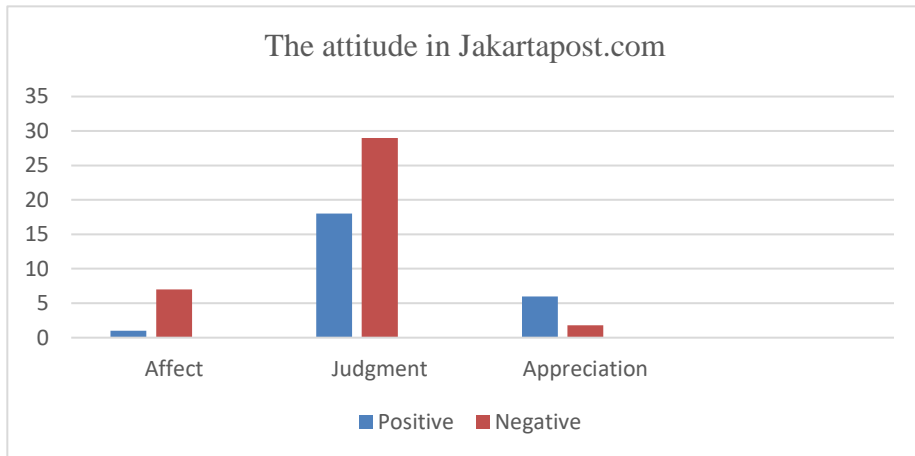


Chart 1. The attitude in Jakartapost.com

Based to the chart, judgment emerges as the prevailing attitude in the news, comprising 64.4%. There are 29 data (39.7%) of negative judgment and 18 data (24.6%) of positive judgment. Within the news articles, judgment primarily revolves around evaluating the three presidential candidates. Additionally, appreciation tends to be employed to assess attitudes toward state institutions, with 6 data (8.2%) being positive and 12 data (16.4%) being negative. Lastly, the affect aspect pertains to the emotional evaluation of the three candidates, with 7 data (9.6%) being negative and only 1 data (1.4%) being positive. In this research, all three aspects of attitude are appraised not only by journalists but also by the presidential candidates, whose assessments are subsequently quoted by journalists. The specific utilization of attitude by each candidate and journalist is delineated as follows.

a. The Attitude Evaluative by Anis Baswedan (Presidential Candidat 01)

Anis as Presidential Candidate 01, assessed various entities in the presidential debate reported by Jakartapost.com in 5 news articles. The evaluative languages (attitude) are affect, judgment,

and appreciation. The classification of attitude in the news about Anis's evaluation is presented in the following tabel.

Tabel 1. The evaluative languages of Anis

Addressed	Attitude					
	Affect		Judgment		Appreciation	
	+	-	+	-	+	-
Government		1			1	6
The Defense Ministry						3
Ganjar				1		
Netizen			1			

Based on Tabel 1, Anis has addressed and evaluated four entities; the government, the Defence Ministry, Ganjar Pranowo, and the public/netizen. In this research, Anis predominantly expresses appreciation in his evaluative languages. Specifically, there are 6 data where Anis expresses negative appreciation towards the government, 3 data towards to the Defense Ministry, and 1 data of positive appreciation towards to the government. Furthermore, Anis predominantly evaluates the government. In addition, there is 1 data of negative affect directed to the government, 1 data of positive judgment towards Netizen, and 1 data of negative judgment expresses to Ganjar Pranowo as presidential candidate 02. The evaluative data of Anis can be seen in the following examples:

1. Anies saw value in bolstering **Indonesia's soft power**. (valuation +)
2. Anies Baswedan **lamented** Indonesia's failure to deal with transnational crime. (misery)
3. The former governor said trust in the country's democracy had **dropped**, with **diminishing** room for free speech and political opposition. (valuation -)
4. Anies pointed out that **Ganjar** had failed to mention ASEAN as part of his geopolitical strategy. (capacity -)
5. "It is **ironic** that the Defense Ministry was targeted by hackers in 2023," Anies told Prabowo. (reaction -)

6. "There is one millennial who could be vice president, but there are thousands of other millennials, Gen Z, who **care** about the nation that are marginalised," he said. (propriety-ethics +)

In the first example, Anis expresses a positive evaluation towards the Indonesian government by using the term "soft power". However, he expresses misery over the government's failure to prevent crime by using the term "lamented". He also criticizes the government's failure to uphold democracy in Indonesia and the limited space for free speech. In point 4, Anis negatively evaluates Ganjar's capacity to explain Indonesia's position within ASEAN as part of geopolitical strategy. He also reacts negatively to the Defense Ministry being targeted by hackers, describing it as "ironic". Nevertheless, Anis perceives that the public/netizens still possess positive ethics "care" in facing turmoil in Indonesia.

b. The Attitude Evaluative by Prabowo Subianto (Presidential Candidat 02)

The presidential candidate 02, Prabowo has evaluated 3 entities; Anis, netizen, and government. He primarily focused on evaluating Anis with negative attitude, particularly through negative affect and negative judgment. Moreover, in positive evaluating, Prabowo assesses toward public/netizen and Indonesia. The detail of evaluative language used by Prabowo is presented in the following tabel.

Tabel 2. The evaluative languages of Prabowo

Addressed	Attitude					
	Affect		Judgment		Appreciation	
	+	-	+	-	+	-
Anis		5	1	5		
Public/Netizen					4	
Government	1				1	

Tabel 2 Presented that Prabowo predominantly evaluating Anis. Specifically, there are 5 data of negative emotion addressed to Anis, 5 data of negative judgment, and only 1 positive judgment assessed to him. Moreover, Prabowo appreciate the netizen attitude with 4 statement. In addition, in evaluating Indonesia as a state, Prabowo assessed positive attitude showed 2 data. The example of Prabowo's evaluative languages can be seen below.

1. The defense minister was **disappointed** with the debate narrative, especially from Anies. (dissatisfaction)
2. Prabowo criticizing Anies in particular for making a personal attack and accusing him of being **unethical** and of fabricating data. (propriety, ethics -)
3. "Everything he says sounds **very flowery**," he said. (capacity +)
4. "As a minister, a team player, I have to be **loyal** [to the state], so I don't talk much about it in public," he said. (Interest)
5. Prabowo said he was certain that if Indonesia could...and **become more prosperous**. (reaction +)
6. We are no longer children, the public is **smart**, the public knows. (capacity +)

The examples above show Prabowo's negative evaluation tend to Anis. Prabowo feels "disappointed" with Anis - in the debate - which doing a personal attack, leads him to criticize Anis as "unethical" despite he acknowledges Anis' proficiency in speaking. In addition, in points 4 and 5, Prabowo gives positive evaluations, envisioning Indonesia "become more prosperous" and as the Defense Minister, Prabowo will always remain "loyal" to the country by not disclosing state secrets to the public. Furthermore, he also gives positive evaluation of netizen by acknowledging they are "smart".

c. The Attitude Evaluative by Ganjar Pranowo (Presidential Candidat 03)

Ganjar is the presidential candidate who offers the least amount of evaluations in the presidential debate reported by jakartapost.com. He only eveluated Prabowo and the government

and did not provide any evaluation of Anis. All of his evaluations contained negative assessments. The specific evaluative languages used by Ganjar is outlined in the following table.

Tabel 3. The evaluative languages of Ganjar

Addressed	Attitude					
	Affect		Judgment		Appreciation	
	+	-	+	-	+	-
Prabowo				3		
Government		1				2

Tabel 3 indicates that Ganjar primarily offers negative evaluation of both Prabowo and the government. Specifically, there are 3 negative judgment evaluative towards Prabowo, 2 negative appreciation and 1 negative affect towards the government. Examples of Ganjar’s evaluative languages are provided below.

1. Ganjar Pranowo... saying that buying used fighter jets from overseas **was nothing to be proud** of in the first place.
2. Ganjar, meanwhile, suggested an overhaul of the decision-making process in ASEAN out of apparent **disappointment** in the bloc’s inability to find a solution to overlapping claims in the South China Sea.
3. He outlined a more case-by-case approach to global politics and was willing to go beyond ASEAN, which he criticized as being too **cumbersome**.

In the first example, Ganjar expressed negative evaluation towards Prabowo as the Defensive Ministry by stating “was nothing to be proud”. In appraisal system, that expression tends to negative judgement towards Prabowo who bought many used fighter jets. In evaluating the role of the Indonesian government in ASEAN, Ganjar feels disappointed because the government has not provided concrete solutions and tends to navigate through cumbersome processes. Based on Ganjar's evaluative language, we know that Ganjar plays the role of opposition to the current government.

- d. The Attitude Evaluative by jakartapost.com’s journalists

Based on the 5 news articles reported by *Jakartapost.com*, the journalists is the entity that gives the most evaluations. These evaluations are expressed towards the three presidential candidates, and the debate process. The evaluations tend to be more negative (62%) than positive (38%). The detail of evaluative languages used by the journalists is presented in the following table.

Tabel 4. The evaluative languages of *Jakartapost.com*'s journalists

Addressed	Attitude					
	Affect		Judgment		Appreciation	
	+	-	+	-	+	-
Anis			1	3		
Prabowo			11	15		
Ganjar			4	2		
Election Debate						1

Tabel 4 Presented that the journalists predominantly evaluating Prabowo both positively and negatively. The example of positive evaluation is the journalists opines that Prabowo wanted to show a more relaxed, comfortable and approachable image by using the word '*gemoy*' as the tactic encompasses many theatrical gimmicks. However, during the presidential debate process, the journalists evaluate that Prabowo however failed miserably with Anies, and to a lesser degree Ganjar, during the debate. In addition, the journalists evaluate Anies doing negative attitudes during the debate by reported "Anies came second as many felt he was too aggressive, at times even cocky". The positive evaluation tends to be reported by the journalists towards Ganjar by stating that during the second presidential debate, Ganjar came out as the best debater in this round. He was sharp and critical, yet remained courteous. The last evaluation of the journalists expresses to the debate process. The journalists reported -during the second debate - "the debate failed to address tough questions about Indonesia's foreign and defense policies".

Political activities are deeply intertwined with language, as it serves as the primary means through which political goals are

achieved (Ahmad et al., 2017). Without language, carrying out political actions becomes impractical. Politicians employ language strategically as a potent tool to achieve their socio-political objectives (Thahara, et al., 2019). In the political discourse, individuals competing for positions such as president, governor, or mayor are especially careful in selecting their words and expressions. This cautious approach arises from the acknowledgment that their attitudes and judgments communicated through language have the power to influence perspectives and shape the behaviors of their audience (Lingam & Aripin, 2017). Attitude expressions are not exclusive to presidential candidates; journalists also display them. When presenting news, journalists often convey their emotions and judgments, which can influence the reception and credibility of the news. This highlights the significance of journalistic objectivity and impartiality in reporting, as any bias or subjective influence from journalists may distort the audience's comprehension or interpretation of the information provided (Sari, 2018).

DISCUSSION

In the context of critical discourse analysis (CDA), ideology often isn't directly expressed through explicit statements, but rather is frequently reflected in the attitudes and perspectives articulated by individuals or groups towards various social issues or specific events (Van Dijk, 1995). In analyzing critical discourse, the appraisal system plays a crucial role in identifying and uncovering the underlying ideologies within such communication. Assessments made of the attitudes expressed by presidential candidates, whether in the form of positive or negative evaluations, can provide a clear picture of how ideology is reflected in their views and assessments of the government, institutions, or specific individuals (Putri, 2019). Thus, through a deep understanding of the attitudes expressed in political discourse, we can delve into and better comprehend the underlying ideologies and how they

influence the perspectives and actions of political actors in specific contexts.

From the overall use of attitude, Anis Baswedan, as the presidential candidate 02, frequently expresses negative sentiments towards the current government and the defensive ministry, which is overseen by Prabowo. Among the 13 data observed, 9 of Anis Baswedan's attitudes lean towards negative appreciations, indicating his role as an opposition figure to the incumbent administration. His tendency to critically assess the government's performance and the actions of the defensive ministry reflects his dissenting voice within the political landscape. As a presidential candidate, Anis Baswedan likely presents contrasting perspectives, offering critiques and challenges to the ruling government's policies and decisions. Through his consistent expression of negative sentiments, Anis Baswedan asserts himself as a vocal critic, contributing to the discourse on governance and leadership in the country.

Similarly, Ganjar Pranowo frequently provides negative evaluations of Prabowo and the current government. Out of the six evaluations made, three are negative judgments, and two are negative appreciations. These assessments indicate Ganjar Pranowo's role as an opposition figure, reflecting his critical viewpoints and disapproving stance towards Prabowo and the government's actions or policies. As a member of the opposition, Ganjar Pranowo likely offers contrasting perspectives, providing critiques and challenges to the ruling administration's decisions and strategies. Through his consistent pattern of negative evaluations, Ganjar Pranowo establishes himself as a vocal critic, contributing to discussions and scrutiny regarding governance and leadership in the country.

In contrast, Prabowo Subianto exhibits a different pattern of attitudes. He displays positive appreciation towards the current government in 4 out of 17 data, indicating a relatively supportive stance towards the administration. However, towards Anis, Prabowo's attitudes are notably more emotional and critical. Out of the 17 data observed, Prabowo expresses negative affect towards

Anis in 5 cases, demonstrating a certain level of emotional reaction. Additionally, Prabowo also delivers negative judgments towards Anis in 5 data, suggesting a critical evaluation of Anis's actions or positions. Despite these critical stances towards Anis, Prabowo's positive appreciation towards the current government indicates a degree of alignment with the administration's policies and decisions. Through these attitudes, Prabowo positions himself as a figure potentially aligned with the current government, while also displaying emotional and critical responses towards Anis.

The attitude expressions aren't limited to presidential candidates, but journalists also exhibit them. When reporting news, journalists frequently convey their emotions, even presenting judgments and appreciations in the news. Based on the result of the research, the journalist of *Jakartapost.com* tends to be dominant in evaluating attitude aspect, even compared to the three presidential candidates. Journalists predominantly emphasize judgment in their reporting. Furthermore, there is a tendency among journalists to assess Prabowo more dominant compared to other candidates. These attitude findings indicate a bias towards supporting one of the candidates in the 2024 election, regardless of their objectivity in reporting the debate. Similarly with Rahmaida & Cahyono (2022), attitude can reflect the speaker's ideology as an individual, their participation in a specific political party or represent their social beliefs.

The attitude analysis conducted in this research provides valuable insights into the political ideologies embraced by presidential candidates. Anis and Ganjar's consistent negative evaluations of the current government position them as social populists. Social populism, as defined by Kołodziejczak & Wrześniewska-Pietrzak (2017), is characterized by its tendency to portray the common people in a perpetual state of opposition to the government's elites. This positioning reflects a belief in championing the interests of the ordinary citizens against those of the ruling class.

In contrast, Prabowo, previously associated with chauvinist populism (Mietzner, 2020), has transformed into a technocrat populist (Yilmaz et al, 2024). Technocrat populism, as outlined by Decadri & Boussalis (2019), is marked by the use of straightforward language that resonates with the general populace, coupled with positive assessments of the public. Through an Appraisal analysis, it is evident that Prabowo tends to offer positive evaluations of the public and the current government, aligning with the tenets of technocrat populism. Furthermore, Prabowo's incorporation of the word '*gemoy*' reflecting the simple language associated with Gen Z, into his campaign underscores his efforts to connect with a younger demographic. This linguistic strategy not only reflects the language preferences of the target audience but also enhances Prabowo's appeal as a relatable figure in touch with the concerns of contemporary youth.

In short, while Anis and Ganjar's negative evaluations position them within the realm of social populism, Prabowo's adoption of simple language and positive assessments aligns him with the ideology of technocrat populism. These ideological shifts reflect the candidates' strategic maneuvers to appeal to different segments of the electorate and highlight the dynamic nature of political discourse in contemporary society.

This study indicates that through the application of attitude analysis, we can discern the ideology of the media and even identify the political ideology of each presidential candidate from the texts reported. *Jakartapost.com* tends to present both positive and negative information and assessments regarding one candidate, namely Prabowo Subianto. This shows *Jakartapost.com*'s bias towards that presidential candidate. This is supported by Akhiroh (2022), who states that positive evaluations indicate the author's bias and support for the evaluated participant.

CONCLUSION

The findings and discussion reveal that the predominant attitude aspects in *Jakartapost.com* coverage of the presidential debate are judgment, appreciation, and affect. Judgment emerges as

the prevailing attitude, expressed both positively and negatively, notably voiced by candidates towards each other during the debate. The appraisal system can identify ideologies in critical discourse, particularly evident in the attitudes of presidential candidates towards the government, institutions, or individuals. Anis Baswedan and Ganjar Pranowo express conflicting attitudes towards the current government, indicating their role as opposition, while Prabowo Subianto aligns himself with the current government. Additionally, journalists themselves exhibit attitudes in their reporting, with a predominant emphasis on judgment. They tend to assess Prabowo more positively compared to other candidates, suggesting a bias towards supporting him in the 2024 election, regardless of objectivity. These evidences indicate that attitudes can reflect an individual's ideology or their preference for a particular presidential candidate.

Through the meticulous examination provided by the appraisal analysis, this research delves deeper into the political landscape surrounding the three presidential candidates. It uncovers a significant insight: the ability to discern their distinct political ideologies. Anis and Ganjar's evaluation towards criticizing the current government is categorized under the umbrella of social populism. Their tendency to highlight shortcomings and voice discontent resonates with populist sentiments aimed at appealing to the masses. Conversely, Prabowo's approach stands out with his propensity to offer praise towards both the government and the public. Moreover, his utilization of terms like '*gemoy*,' reflecting a simplified language geared towards Gen Z, underscores a strategy aligned with technocratic populism. This classification suggests a deliberate effort to connect with the electorate through relatable language and a positive portrayal of governance and society.

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