

# **ANALYSIS OF OPINION EXPRESSION CONCERNING PUBLIC POLICIES AND COMMENTS ON THEM IN DETIKNEWS ONLINE MEDIA BASED ON APPRAISAL SYSTEM THEORY**

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## **ABSTRACT**

This study aims to explore, identify, and formulate appraisal theory constructs with indicators in the Indonesian context. This goal is motivated by a person's language attitude in general which is based on an assessment of the phenomenon which is an indicator of discussion, both written and oral, known as evaluative language. However, in general they are lacking, even not aware of the assessment actions taken. This evaluative language is culturally bound because it is related to the norms that apply in a society. So that the norms of assessment will differ from one nation to another, even from ethnic to another, especially in Indonesia, which is a multicultural and multilingual society.

The research was designed for multi years, for two years. In the first year (2020) using a qualitative descriptive exploratory research design by tracing the values ??of the appraisal system in the expression of electronic mass media discourse containing conflict events about the Covid-19 indicator which triggered comments from readers (netizens) on the existence of conflict discourse in online media Detik news. The research is divided into two stages, namely conducting applied indicator research by taking data from the printed-electronic mass media because it is a global treasure that allows data collection to cover a large population. The results of the first year are descriptions of data mapping. In the second year (2021), researchers will formulate a mapping of the indicator system in the context of Indonesian culture and write it in a book in the field of indicators.

The research results are expected to be useful in the fields of language learning, journalism, and society. Opinions conveyed in various mass media, in everyday language, are likely to influence the formation of public/student opinion given that Indonesian society is paternalistic. In a positive sense, it is possible that the assessment and explanation of the case can evoke the character building of the community. However, if the assessment is more emotional in nature or tends to be provocative, it is feared that it could lead to acts of anarchy, such as acts of physical violence. If people understand the values ??in the appraisal system, it is hoped that their opinions can be expressed in a more positive tone so that harmony can emerge.

*Kata Kunci: opinion, system, subjectivity, negotiation*