



Women's speech, a call for economic empowerment: An appraisal analysis

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ABSTRACT

The phenomenon of women participation in entrepreneurship sector is rising significantly during the last decade. In reality, women still face many barriers in entrepreneurship both professionally and personally. In 29 August 2019, Najwa Shihab delivered an inspiring keynote speech in Global Conference on Women and Entrepreneurship held by Alibaba and Lazada in Jakarta. Since Najwa Shihab's speech got many responses from the audiences, it is highly considerable to investigate the content of the speech from a linguistic point of view. This study aimed at analyzing the spoken text from Najwa Shihab's speech through Critical Discourse Analysis (CDA). For specific investigation, Appraisal framework was used in this study. The study focused on the attitude which relates to the feelings, emotion, reactions, and judgments of behaviour on Najwa Shihab's speech about women and entrepreneurship. The design of the study was descriptive qualitative. The findings showed that the speech used 55 clauses which consisted of 27 clauses of affect (49%), 18 clauses of judgment (33%), and 10 clauses of appreciation (18%). All clause-complexes had attitudes. The use of affect dominated the percentage of attitudes. Furthermore, this speech also encouraged women to do 3 things: dare to change the paradigm of clichés and stereotypes into strength, dare to take a role in the national and global economy to ensure that women's voices and perspectives are present in every discussion and decision making, and support each other and bring the community that can empower other women.

Keywords: *Women's speech; empowerment; appraisal analysis.*

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ABSTRAK

Fenomena partisipasi perempuan di sektor kewirausahaan meningkat secara signifikan selama satu dekade terakhir. Pada kenyataannya, perempuan masih menghadapi banyak hambatan dalam berwirausaha baik secara profesional maupun pribadi. Pada 29 Agustus 2019, Najwa Shihab menyampaikan keynote speech yang menginspirasi dalam Konferensi Global tentang Perempuan dan Kewirausahaan yang diadakan oleh Alibaba dan Lazada di Jakarta. Karena pidato Najwa Shihab mendapat banyak tanggapan dari khalayak, maka sangat penting untuk menganalisis isi pidato dari sudut pandang linguistik. Penelitian ini bertujuan untuk menganalisis teks lisan dari pidato Najwa Shihab melalui Critical Discourse Analysis (CDA). Untuk investigasi yang lebih spesifik, kerangka penilaian digunakan dalam penelitian ini. Kajian ini berfokus pada sikap yang berkaitan dengan perasaan, emosi, reaksi, dan penilaian perilaku pada pidato Najwa Shihab tentang perempuan dan kewirausahaan. Desain penelitian ini adalah deskriptif kualitatif. Hasil penelitian menunjukkan bahwa pidato tersebut menggunakan 55 klausa yang terdiri dari 27 klausa afeksi (49%), 18 klausa penilaian (33%), dan 10 klausa apresiasi (18%). Semua klausa yang kompleks memiliki sikap. Penggunaan afeksi mendominasi persentase sikap. Secara lebih lanjut, pidato ini juga mendorong perempuan untuk melakukan 3 hal; berani mengubah paradigma klise dan stereotip menjadi kekuatan, berani mengambil peran dalam ekonomi nasional dan global untuk memastikan bahwa suara dan perspektif perempuan hadir dalam setiap diskusi dan pengambilan keputusan, serta saling mendukung dan membawa komunitas yang dapat memberdayakan perempuan lainnya.

Kata Kunci: *Pidato perempuan; pemberdayaan; analisis penilaian.*

1. INTRODUCTION

During the last decade, the phenomenon of women participation in entrepreneurship sector is rising significantly as the part of social change. (Ladge et al., 2019; Yenilmez, 2018) argue that the entrepreneur activities improve in line with increasing numbers of women in recent years. Furthermore, (Kelley et al., 2012) strengthen this argument by emphasizing that nowadays a lot of women join entrepreneurial activities and perform significant contribution in economic sector worldwide. In this era, which is characterized by vigorous domestic and global competition, the figures of women entrepreneur bring a vital role in creating new jobs, which also means reducing unemployment. They contribute to stabilize economy, to inspire among communities, and to offer economic opportunities. As a result, the growth of job vacancies is triggered and this helps global society improve their financial aspect (Grote, 2014).

Meanwhile, women entrepreneurs get many obstacles along the journey that is essential to be reviewed (Cho et al., 2020; Manolova et al., 2020; Neumeyer et al., 2019). These big obstacles are universal and also similarly confronted by other women entrepreneurs in some parts of the world (Gupta et al., 2005). Despite the success of women in building entrepreneurship careers, in fact women still face many barriers in entrepreneurship both professionally and personally. This kind of issue can be said to be a part of gender

discrimination which considers that women entrepreneurs cannot be equalized with male domination. Women who work hard are often seemed as being selfish, rather than getting praised for having vision (Gorman & Kmec, 2007). They are judged as ambitious and arrogant because their success can be seen as threat. Moreover, the success inherent in women is negatively correlated with their stigma in society.

In relation to this matter, in 29 August 2019, Najwa Shihab delivered a keynote speech in Global Conference on Women and Entrepreneurship held by Alibaba and Lazada Groups in Jakarta. Through her inspiring speech, Najwa Shihab highlighted the various obstacles and challenges faced by women in male-dominated entrepreneurship field (Rauth, 2014). She asked women to be more generous and support other women. At that moment, her speech gets many appreciations from the audiences since it inspires people to create synergy among women and even men especially to support and empower women in building their professional carrier in entrepreneurship. Since Najwa Shihab's speech got many responses from the audiences, then, it is important to investigate the content of the speech from a linguistic point of view. That is why, this study aims at analyzing the spoken text from Najwa Shihab's speech through Critical Discourse Analysis (CDA). For specific investigation, Appraisal framework was used in this study. It was done since this study would be able to give details on the organization of the Appraisal Devices (Wang, 2015).

2. LITERATURE REVIEW

It is known that appraisal has the function to evaluate the lexis and the structure used in a text to get the investigation from many kinds of feeling revealed through the text. Pankovsky notices that the declarations of attitude which means appraisal, do not only provide the goal of stance taking by communicating the writer's/speaker's own attitude, but are also oriented towards aligning the listener/reader into an axiological community by sharing the writer's/speaker's attitude (Pankovsky & Polesskiy, 2019). Furthermore, there are three reasons why the appraisal analysis can show the meaning of the text well according to Martin and White (2005: 10-11); First, appraisal analysis will realize the attitude through a phrase of discourse in the text; second, the realization of attitude is seen in the grammatical aspects such as in an adjective (epithet), a verb (process), an also adverb (comment adjunct); and third, there is the question of grammatical metaphor such as nominalization and also modality. In other words, the appraisal concerns with how the writer/speaker shares the values and belief through attitude that is shown to the reader/listener through a text. The appraisal in SFL categorizes the concept into three main recourses, namely Attitude, Engagement and Graduation. Attitude relates to the feelings, emotion, reactions, and judgments of behaviour and evaluation of things (Lee et al., 2019). It consists of three resources; affect, judgment and appreciation.

Affect deals with resources that express the feelings. It concerns with the emotions that consists of positive and negative emotional responses and dispositions. According to (Techacharoenrungrueang, 2019) affect is the evaluation by the writer/speaker that indicates how they are emotionally disposed to the person, thing, happening or state of affairs. Meanwhile, judgment refers to the act of judging people's character in discourse. Furthermore, (Fischhoff & Broomell, 2020) said that 'judgment' can be interpreted as the institutionalization of feeling, in the context of proposals (norms about how people should or

should not behave). There are two classification of judgment; Social Esteem (Personal) and Social Sanction (Moral) either it is direct or implied. In addition, appreciation means aesthetic evaluation of human in appreciating the value of things in a discourse. It deals with evaluations that consist of positive and negative assessment of objects, artifacts (including not only material objects which result from human industry but also works of arts, texts, building, and so on), processes, and states of affairs rather than with human behavior (Carter, 2014). The subjects could be ‘appreciated’ rather than ‘judged’, but only when it is, for example, their aesthetic qualities that are being addressed rather than the social acceptability of their behavior.

Several studies have been conducted on appraisal analysis recently. (Pichler, 2012) did appraisal analysis on the argumentations by non-native speaker who uses English for academic purposes. While, (Hadidi & Mohammadbagheri-Parvin, 2015) also conducted a study on appraisal in written text, which is a novel. Furthermore, (Alhabib, 2020) analyzed appraisal for Barack Obama’s speech. Then (Drasovean & Tagg, 2015) analyzed the use of appraisal theory on participants’ comments in online media. Thus, the research on appraisal by analyzing spoken text in term of gender context in critical discourse analysis has not conducted yet, therefore it becomes the novelty of this research.

3. METHOD

This study aimed at describing: 1) How the Appraisal System is used to express Shihab’s attitudes in her speech, and 2) The pedagogical implication of the study on English teaching. This study applied descriptive qualitative research (Collector & Module, 2011; Maxwell & Reybold, 2015) The data were taken from the transcript of keynote speech delivered by Najwa Shihab in Global Conference on Women and Entrepreneurship held by Alibaba Group and Lazada Group in Jakarta, 29 August 2019. Thus, it also could be watched in Alibaba Group Indonesia YouTube channel in <https://youtu.be/Fn-TCKIAGq0>. The data were analyzed by using Systemic Functional Linguistics (SFL), which was appraisal analysis. This study limited the investigation on the aspect of attitude which relates to the feelings, emotion, reactions, and judgments of behavior and evaluation of things. Then, the analysis of affect was shown from the lexis chosen.

In reaching the objectives of the study, the qualitative approach was used (Elkatawneh, 2016) . Based on the characteristics of this study, it is a qualitative and descriptive approach in nature. Qualitative approach (Aspers & Corte, 2019; Collingridge & Gantt, 2019) was used to unfold Shihab’s attitudes realized in her speech. It is also descriptive in the sense that this study was intended to describe the realization of interpersonal meaning in the speech based on Appraisal Systems of Martin (Alhabib, 2020). The object of this study was the speech delivered by Najwa Shihab in Global Conference on Women and Entrepreneurship. The unit of analysis is Appraisal Device which focused on the realization of interpersonal meanings through words or phrases to express attitudes in the text (Wijayanto, 2016). At this level, the speech was analyzed using the Appraisal Device to describe how the Appraisal System was applied in the speech. This analysis helped to see how the orator, Najwa Shihab, showed her attitudes towards the topic of Women and Entrepreneurship. Data analysis was applied since this theory is appropriate in a written data analysis (Hayhoe et al., 2020; Hinrichs et al., 2017). The steps of research were as follows:

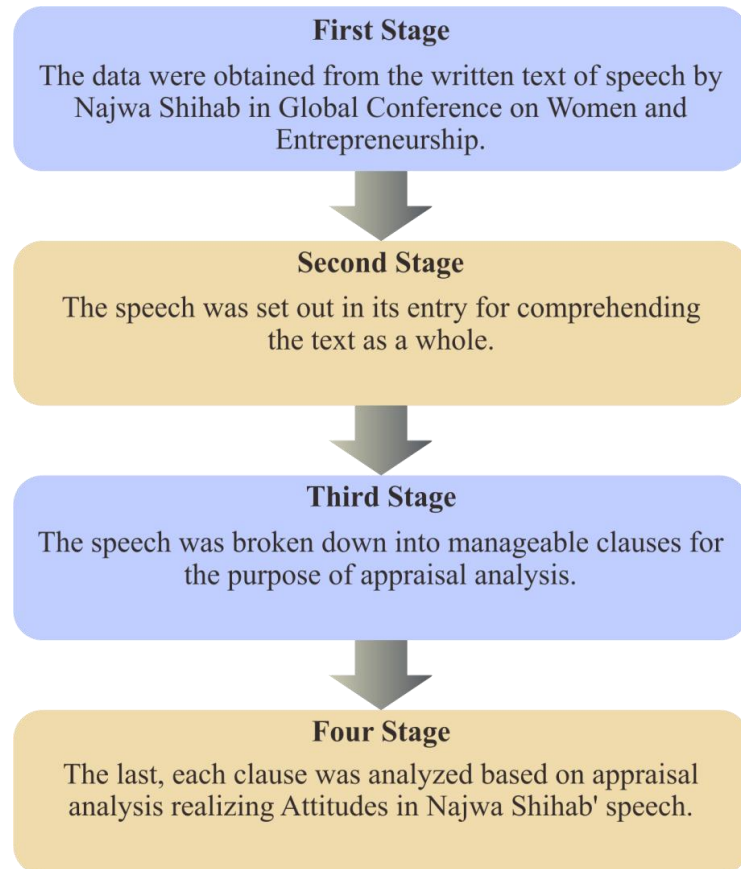


Figure 1. Steps of conducting the research.

In addition, to make the data reliable and valid, the triangulation was used since it is the application and combination of several research designs in the study of the same phenomenon.

4. FINDINGS AND DISCUSSION

After the speech was broken up into several clauses, they were then analyzed to find out the types of Attitudes used in each clause. Firstly, we analyzed them to identify what kinds of Attitudes occupied in each clause and the quality of feeling – Positive or Negative. The next step was classifying kinds of Attitudes used in the speech and counting them. The result can be seen in the Chart below:

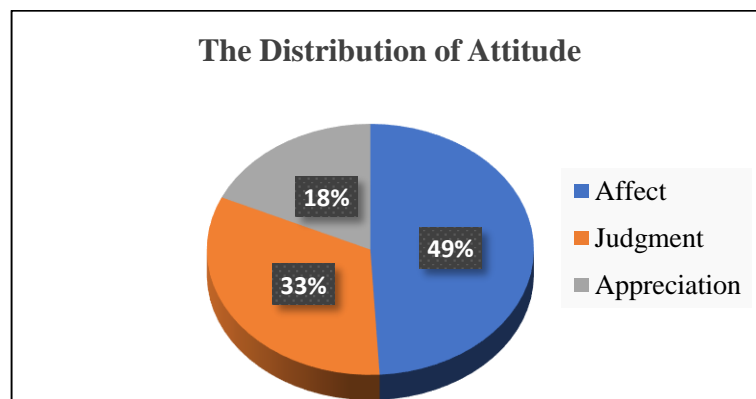


Figure 2. The distribution of attitude.

From the diagram above, the speech used three Attitudes, namely Affect, Judgment, and Appreciation. It was broken down into clauses to analyze the distribution of Attitude in each clause. The total number of Attitudes in the speech is 55 clauses which consists of 27 clauses of Affect (49%), 18 clauses of Judgment (33%), and 10 clauses of Appreciation (18 %). It is also found that there is no clause without Attitude or in other words, all clauses have Attitudes. It seems that the speaker, Najwa Shihab, in her speech wanted to emphasize each clause. In this inspiring speech, Najwa Shihab highlighted the various obstacles and challenges still facing women in the world and in male-dominated industries, and encouraged women to do 3 things: dare to change the facing paradigm of clichés and stereotypes to be a strength, dare to take a role in the national and global economy to ensure that women's voices and perspectives are present in every discussion and decision making, and to support each other and bring the community that can empower other women.

See the following table for clearer understanding:

Table 1
 Positive Affect.

No	Type	Type of Affect	Appraisal items
1	Happiness	Jubilant	I'm <u>truly humble</u> , to be given this opportunity to speak at this global event.
2	Happiness	Jubilant	<u>Thankfully</u> now we have more female investors like Malinda Gates and also females entrepreneur centric funds working to solve this challenges.
3	Happiness	Jubilant	<u>I'm blessed</u> not to have to deal with this barrier. I grew up with supportive parents who always let my siblings and I, always support us, always believe and what we do without stereotyping.
4	Happiness	Desire	<u>I believe</u> conferences like this or run important platforms for as women to share to inspire to empower each other and for man, to <u>hopefully</u> understand and work together with us.
5	Security	Surprise	<u>I want to start</u> with this, my entrepreneurship journey <u>started</u> or <u>began</u> two years ago when we launched an Omni channel new media company called Narasi TV. It is after 17 years of building my professional carrier as a journalist, having my own program and eventually becoming vice chief editor in a national TV.
6	Security	confidence	<u>I'm sure</u> you all get the picture.
7	Security	confidence	I grew and learned the most as a person and more importantly, <u>I feel</u> that <u>I can</u> live by my passion and purpose which is to inspire the youth and create a positive impact through media. And I truly believe that now is the era of women.
8	Security	confidence	<u>I believe</u> , it requires both man and women to work

			together to solve them.
9	Security	confidence	<u>I believe</u> it is crucial that women help each other.
10	Security	confidence	<u>I am Najwa Shihab</u> , and this is <u>the world I made</u> .
11	Security	Trust	But <u>I have to admit</u> , that these two years have also been the most fruitful.
12	Security	Trust	Women make up half of the population so <u>it is time for us</u> to have a more active role in the global development
13	Security	Trust	We <u>should all provide</u> supportive community or each other instead of seeing other females leader as competitors.

In addition, see the following table for clearer understanding:

Table 2
Negative Affect.

No	Form	Type of Affect	Appraisal items
1	Insecurity	disquiet	I have to admit these two years had <u>not been easy</u> .
2	Insecurity	disquiet	Women still <u>face many barriers</u> in entrepreneurship both professionally and personally. The professional challenges are varied. From the lack of available mentors, to dealing with access to funding because fancier capitalist tent to invest in their own tribe which <u>unfortunately</u> is dominated by man.
3	Insecurity	Assert	Women must work extra hard to be taken seriously.
4	Insecurity	Assert	And <u>I will repeat</u> this ladies, we women must work extra hard to be taken seriously, seriously.
5	Insecurity	Assert	<u>this is what we need</u> to change.
6	Insecurity	Assert	<u>That is why it is so important</u> for us as a woman to be more generous with each other.
7	Insecurity	disquiet	I have to admit these two years had <u>not been easy</u> .
8	Insecurity	disquiet	Women still <u>face many barriers</u> in entrepreneurship both professionally and personally. The professional challenges are varied. From the lack of available mentors, to dealing with access to funding because fancier capitalist tent to invest in their own tribe which <u>unfortunately</u> is dominated by man.
9	Unhappiness	Gloomy	<u>Sadly</u> , a lot of women for victim to this sexist attitude.
10	Unhappiness	Gloomy	<u>It is so unfair</u> that female entrepreneurs are taken less serious especially when we are actually the ones that often under pressure to balance both business and family.

11	Unhappiness	Gloomy	<u>Sadly</u> , even when we succeed, we still face criticism, when we do not do it perfectly.
12	Unhappiness	Sad	<u>Sadly</u> , a lot of women for victim to this sexist attitude.
13	Unhappiness	Sad	<u>It is so unfair</u> that female entrepreneurs are taken less serious especially when we are actually the ones that often under pressure to balance both business and family.
14	Unhappiness	Sad	<u>Sadly</u> , even when we succeed, we still face criticism, when we do not do it perfectly.

Based on the table above, there are 13 positive affects uttered by Najwa Shihab in her speech which consist of 3 times of jubilant affect, 1 time of desire affect, 1 time of surprise affect, 5 times of confidence affect, and 3 times of trust affect. Meanwhile, there are 14 negative affects that consist of 4 times of disquiet affect, 4 times of assert affect, 3 times of gloomy affect, and 3 times of sad affect.

Furthermore, the judgment in Najwa Shihab' speech can be seen in the following table:

Table 3

The judgment in Najwa Shihab' speech.

No	Form	Type of Judgment	Appraisal items
1	Negative	condemning	The new seems to be more and <u>more depressing</u> every day.
2	Positive	praising	Those women broad along <u>a new wave of leadership</u> with enthusiasm, warm, responsibility to their approach
3	Negative	criticizing	women still <u>face many barriers</u>
4	Negative	criticizing	<u>unfortunately</u> is dominated by man
5	Negative	criticizing	<u>Another barrier</u> is more personal
6	Positive	praisingnever <u>ever been treated differently</u> by my parents.
7	Negative	condemning	many women leaders in a male dominated industry find that their peers are <u>reluctant</u>
8	Negative	condemning	the end reality <u>remains the same</u> .
9	Negative	criticizing	Women must work <u>extra hard</u>
10	Negative	condemning	We, women must work extra hard to be taken <u>seriously, seriously</u>
11	Negative	criticizing	We <u>work hard</u> to overcome it
12	Negative	criticizing	female entrepreneurs are taken <u>less serious</u>
13	Negative	criticizing	<u>we are hesitant</u> to show the world
14	Negative	criticizing	women are <u>afraid</u> of their own success
15	Negative	criticizing	They feel like they have to apologize because their success <u>can be seen as threat</u> .

16	Negative	criticizing	Women who work hard are often seemed as being <u>selfish</u> , rather than praise for having vision.
17	Negative	criticizing	Female leaders who are highly ambitious may be judged as <u>arrogant</u>
18	Negative	criticizing	those who speak loudly about their success <u>are avoided</u>

Based on the table above, there were 18 judgments in Najwa Shihab's speech that consisted of 2 positive judgments (praising) and 16 negative judgments (4 condemning and 12 criticizing). Moreover, for appreciation, they could be seen in the table below:

Table 4
Appreciation.

No	Type of Appreciation	Appraisal items
1	Positive	my entrepreneurship journey <u>started or began two years ago</u> when we launched an Omni channel new media company called Narasi TV.
2	Positive	It is after 17 years of <u>building my professional carrier</u> as a journalist, having my own program and eventually becoming vice chief editor in a national TV.
3	Positive	<u>I grew and learned the most</u> as a person.
4	Positive	We have seen <u>the rise of many women politician and entrepreneurs</u> around the world.
5	Positive	Thankfully now <u>we have more female investors</u> like Malinda Gates and also females entrepreneur centric funds working to solve this challenges.
6	Positive	I grew up with <u>supportive parents</u> who always let my siblings.
7	Positive	<u>They always support</u> us, always believe and what we do without stereotyping.
8	Positive	my husband is not only my <u>biggest supporter but also believer and partner</u> in my journey.
9	Negative	It is so <u>unfair</u> .
10	Positive	That is why is so important for us as a woman <u>to be more generous</u> with each other.

Based on the table above, there were 10 occurrences of appreciation in Najwa Shihab's speech that consisted of 9 positive appreciations and 1 negative appreciation. The findings showed that Najwa Shihab used three kinds of Attitudes messages. They were Affect, Judgment, and Appreciation. There were 55 clauses which consisted of 27 clauses of Affect (49%), 18 clauses of Judgment (33%), and 10 clauses of Appreciation (18 %). All clause-complexes had Attitudes. The use of Affect dominated the percentage of Attitudes. It is

reasonable because the speech aims at highlighting the various obstacles and challenges still faced by women in the world and in male-dominated industries. All women should be trained to experience and empower themselves (Melkianus & Nuril, 2021). This speech also encouraged women to do 3 things: dare to change the facing paradigm of clichés and stereotypes to be a strength, dare to take a role in the national and global economy to ensure that women's voices and perspectives are present in every discussion and decision making, and support each other and bring the community that can empower other women.

Furthermore, considering that the findings above are related to the previous researchers' findings, it is very essential to show the contribution clearly. This research has supported the previous research from (Wei et al., 2015) as one of the proofs that appraisal is an appropriate tool to analyze the attitude and interpersonal meanings both in discourse like what have also been done by (Gunawan et al., 2019; Hammer, 2010; Sarfo & Krampa, 2013; Tinshe & Junaidi, 2019) in critical discourse conducted on Obama's speech.

In the context of English Language Teaching, practically, this research could be used to English learners and teachers to study further about Appraisal Systems in order to get a better knowledge when they want to conduct the similar study. This study could also be used as a reference to learn Grammar, Meaning, and Discourse study. Moreover, pedagogically, teachers as well as learners, especially who want to deliver the speech, should consider of what things are needed to be delivered to audience.

5. CONCLUSION

Najwa Shihab's speech was implicitly a call about economic empowerment for women. Viewing the appraisal analysis, Najwa uses emotions, feelings, and judgment to encourage women to be empowered in the economy. She also highlighted many cases of discrimination faced by women in industrial. Therefore, the results of the appraisal analysis showed in Najwa Shihab's speech, that the use of Affect dominates the percentage of Attitudes. This speech also encouraged women to do 3 things: dare to change the paradigm of clichés and stereotypes into strength, dare to take a role in the national and global economy to ensure that women's voices and perspectives are present in every discussion and decision-making, and support each other and bring the community that can empower other women. Furthermore, this research also supports the pedagogical implication of the study on English teaching, especially for Grammar, Meaning and Discourse study.

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