G20 SUMMIT MOTTOS PORTRAY NEGOTIATION USING TEXT: LANGUAGE ATTITUDE ANALYSIS

MOTO KTT G20 MENGGAMBARKAN NEGOSIASI MELALUI TEKS: ANALISIS SIKAP BERBAHASA

Vilya Lakstian Catra Mulia

Politeknik Assalaam Surakarta
Jalan Garuda Mas, Kartasura, Sukoharjo, Jawa Tengah, Indonesia
v_lakstian@politeknikassalaam.ac.id

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Abstract

Some countries have experienced crisis. It includes the financial crisis as the impact of interconnected world. This condition drives those countries to collaboration and partner as the solidarity to tackle the crisis, like G20 forum. Involving G7 countries and Europe Union, G20 regularly holds summit hosted by its members. Mottos exist along with the summits. The G20 summit mottos are the data source of this research. They are analyzed by attitude as the framework of mapping feelings classified by Martin and White (2005): affect, judgment, and appreciation. The data are the attitudinal words reflecting attitudes. Using the mottos, this qualitative research aims to find attitudes represented through the words, to identify the attentions of G7 countries and G20 observed countries, and to discuss the concerns by both sides encountering their issues. The researcher finds that G20 observed countries are more expressive than G7. Their similarities appear on their concern on appreciation and less in affect, but remain similar in expressing words referring security. G7 is far from expressing judgement than the G20. Studying attitude findings, the discussion finally is able to predict that G20 summits require decision, recommendation, and policy to accommodate its members.

Keywords: appraisal; attitude analysis; feelings; G20

Abstrak

Beberapa negara mengalami krisis. Termasuk krisis finansial sebagai dampak dari dunia saling terkoneksi. Kondisi ini menggerakkan negara-negara tersebut untuk bergabung dalam kolaborasi dan kemitraan sebagai solidaritas untuk menangani krisis tersebut, seperti forum G20. Melibatkan negara-negara G7 dan Uni Eropa, G20 secara rutin menggelar KTT yang diselenggarakan oleh anggotanya. Kehadiran moto bersama dengan KTT. Moto KTT G20 adalah data dalam penelitian ini. Data tersebut dianalisis dari sudut pandang sikap menggunakan kerangka yang memetakan perasaan sebagaimana diklasifikasikan oleh Martin dan White (2005): afek, penghakiman, dan apresiasi. Data meliputi kata-kata attitudinal yang merefleksikan sikap. Menggunakan moto-moto tersebut, penelitian kualitatif ini bertujuan untuk menemukan sikap yang dinyatakan melalui kata, untuk mengidentifikasi beragam sorotan dari negara-negara G7 dan negara-negara pengamatan G20 dan mendiskusikan beragam perhatian dari kedua pihak tersebut dalam menghadapi masalah-masalahnya. Peneliti menemukan bahwa negara-negara pengamatan G20 lebih ekspresif dibandingkan G7. Kesamaan mereka tampak dalam perhatian mereka pada apresiasi dan tidak banyak afek, namun tetap sama dalam mengekspresikan kata-kata yang merujuk pada

keselamatan. G7 jauh dari mengekspresikan penghakiman daripada negara-negara G20. Mengkaji temuan sikap, pembahasan akhirnya mampu memprediksi bahwa KTT G20 menghendaki keputusan, rekomendasi, dan kebijakan yang dapat mengakomodasi negara anggotanya.

Kata-Kata Kunci: *appraisal; analisis sikap; perasaan; G20*

1. Introduction

Asia and Latin America experienced financial crisis. On the other side, qualified countries like G7 believed that these regions have the most important emerging-economy countries. This condition motivated G7 Finance Ministers' recommendation to the Cologne G8 summit for partnership of global economic governance (P. I. Hajnal, 2019, p. 13; Saputra & Ali, 2021, p. 43). Along with Europe Union and G8 countries, G20 was established and regularly present summit for the forum attendance since 2008.

There is motto in each G20 summit (P. I. Hajnal, 2019, p. 23). The motto brings agenda that is prioritized in the summit held by its country host. The motto responds global attention as the summit issue. For example, *Recover Together, Recover Stronger* is the motto issued by Indonesia, as the selected G20 presidency, in 2022 G20 Summit. This event was as the momentum of healing global issue after COVID-19 pandemic situation.

Global partnership and the mottos of G20 reflect the implementation of language reacting in the context. It reminds *Language of Evaluation* issued by (Martin & White, 2005). They classify feeling as people express language into three classification named affect, judgement, and appreciation. The classification comes from semantic regions: emotion, ethics, and aesthetics. This study is explored in appraisal as interpersonal system of Systemic Functional Linguistics. Observing the G20 summit mottos, those three exist. They play role as the representation of hope and concern in the summits.

Previous studies on language attitude analysis vary. Most of them concentrated on studying news in mass media. (Nazhira et al., 2016) analyzed attitude as reflected in three Indonesian mass media. They found attitudinal patterns from the mass media and presented the causative factors of the patterns. Covid-19 pandemic situation happened in 2020 and (Nurjanah, 2021) used attitude analysis to study lockdown policy through mass media. She monitored the attitude expressed by *The Guardian* and finally found that this media showed the tendency of being not standing on the same side as the government. It was reflected by the high number of finding in negative attitude. (Asad et al., 2021) found newspapers' attitudinal stances, especially towards the Prime Minister as the social actor. The alternative and mainstream newspapers expressed positive attitude on their news reports.

In this research, the researcher tries to reveal the attitudes expressed through the mottos of G20 Summits. Because the summits are held by the country hosts, this research can map their attitudes towards focused issues. The findings will draw how those countries respond the global issues, especially economy sector. The previous researches (Asad et al., 2021; Nazhira et al., 2016) had concerned on a group of objects like comparing some mass media. However, they had not considered the backgrounds of their objects. This research is more interesting because each country has a particular level of economic prosperity. The discussion will lead to the presence of G7 and G20. This research develops attitude analysis into broader participants expressing attitude-implied language than studying a single one as (Nurjanah, 2021) did. G7 consisting developed and economy-qualified countries

and G20's observed countries were negotiating their attitude through texts. This research tries to interpret which ideology or stance that both tend to.

2. Method

This research is treated qualitatively. The data were collected as linguistic elements in the level of word as written in the G20 Summits' mottos. The elements are the practice of observing affective stance by speaker or writer towards particular individual or object. They are also grammatical aspects realizing adjective, verb, and adverb to express attitude (Adisti & Hasbi, 2022, p. 163; Yuliyanti, 2023, p. 223). They are the object of analyzing language attitude as the implementation of an appraisal system. In this research, the researcher analyzes language attitude as the practice of appraisal system applied by Systemic Functional Linguistics Studies. The motto was taken from the hosted listed in the G20 official website https://www.g20.org as recorded in the 'Previous Summits' menu up to 2023. This research treats the data as classified in (Martin & White, 2005, pp. 45–57). The data are in the form of words and phrases that indicate attitude to classify semantic range of feelings: emotion, ethics, and aesthetics; they are linguistically labeled as affect, judgment, and appreciation.

The data are the words and phrases taken from the mottos expressed in G20's 2009 to 2023 summits. This research applies the Interactive Model of data analysis technique by Miles et al., 2014, p. 33). First, the data were collected and contained the characteristics of affect, judgement, and appreciation. Second, they were then gathered into classification. Third, the researcher found the correlation of the attitude findings related to their spreading and domination, then providing the comparison of data display of G7 members and G20 observed members for resulting conclusion.

3. Findings and Discussion

3.1. Findings

In order to provide the findings, the researcher firstly studied on the mottos in the case of classifying attitudes: affect, judgment, and appreciation. Each of them has positive and negative values. The tables below show the hosted countries holding G20 summits from 2009 to 2023 and the values (i.e. containing words involving positive and negative meanings) were taken from their mottos. (P. I. Hajnal, 2019, p. 20) informs that G20 involves G7 countries (Canada, France, Germany, Italy, Japan, the UK, and the US) along with Argentina, Australia, Brazil, China, India, Indonesia, Mexico, the Republic of Korea, Russia, Saudi Arabia, South Africa, and Turkiye (the researcher then names these countries as 'G20 observed countries' to separate them from G7). There is also the European Union as the twentieth member.

Table 1. Attitude Findings in the Motto Summits Hosted by G20 Observed Members

G20 Observed Members	Affect		Judgement		Appreciation		Total
	+	-	+	-	+	-	
India			1				1
Indonesia	1		1				2
Saudi Arabia			1				1
China					4		4
South Korea	1				1	1	3
Argentina			3				3
Mexico					2		2
Australia	1		4		3		8
Russia			1		2		3
Turkiye	1		1		2		4
Total	4	0	12	0	13	1	31

Table 2. Attitude Findings in the Motto Summits hosted by G7 Members

G7 Members	Affect		Judgement		Appreciation		Total
	+	-	+	-	+	-	
Italy					1		1
Germany					1		1
France					2		2
Great Britain					2		2
Japan	1		1		1		3
Canada			1		1		2
Total	1	0	2	0	8	0	11

The mottos are delivered in the form of word and phrase (*see* the data 2, 3, 5, 6 below) and imperative clause (*see* the data 1 and 4). Dominantly, the mottos by G20 observed members (*see* the data 1 to 3) are constructed in longer word chain while G7 members apply conversely. This potentially provides more attitudes. The underlined words imply attitudinal meanings.

(1) Recover Together, Recover Stronger.
(2) Towards an Innovative, Invigorated, Interconnected and Inclusive World Economy.
(3) Acting Together to Lift Growth and Create Jobs, Building a Stronger, More Resilient Global Economy and Strengthening Global Institutions.
(4) Ensure Global Sustainable Development.
(5) New World, New Ideas.
(6) Shaping Interconnected World.

The mottos are provided as the summit's prioritize agenda. After analyzing the words showing attitude, all mottos expressed by the G20 summit's organizing country are dominantly positive. The motto (7) below is the example in showing positive attitude 'opportunities', while (8) contains negative attitude as shown in the word 'crisis'.

(7) Realizing Opportunities of the 21st Century for All
(8) Shared Growth Beyond Crisis

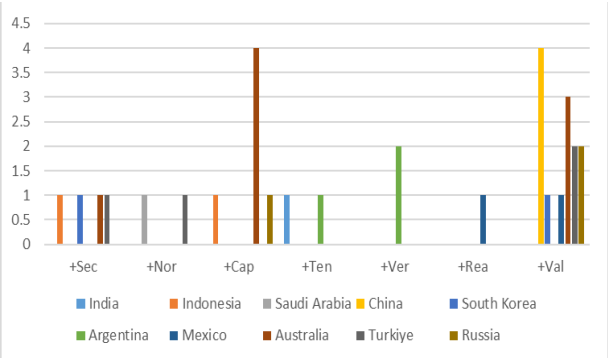
Although (8) has a negative attitude, the word remains low if it is compared with the positive words 'shared' and 'growth' in the motto. This motto was applied by South Korea's G20 summit in 2010. There is only one negative word meaning among the mottos in the summits.

Table 1 and 2 provide the findings of attitude analysis by G20 observed members. The findings are classified into three categories. Although it remains general, the three categories in the tables draw image of understanding how the mottos expose emotions, ethics, or aesthetics. The findings show that most G20 observed members emphasize more on aesthetics and ethics, while G7 members on appreciation.

The feelings are then broken down into their major sets for detail attitudes. Appreciation is on the top. This feeling category refers to evaluation of thing. Along with this definition, positive valuation (+val) is mostly conveyed. This was applied by G20 observed members and G7 members. 'Growth' in (9) and (10) exemplifies it. Positive reaction (+rea) 'promoting' was then applied by Mexico (see the datum 9), while positive composition (+com) 'prosperity' and 'stability' by Italy and Great Britain (*see* the data 10 and 11). The spread of feelings is visualized by Picture 1 and 2 showing positive attitude reflected in the summits' motto by G7 and G20 country hosts.

(9) Promoting Growth and Job
(10) People, Planet, Prosperity
(11) Stability, Growth, Jobs

Picture 1. Positive Attitude of the Mottos by G20 Hosts



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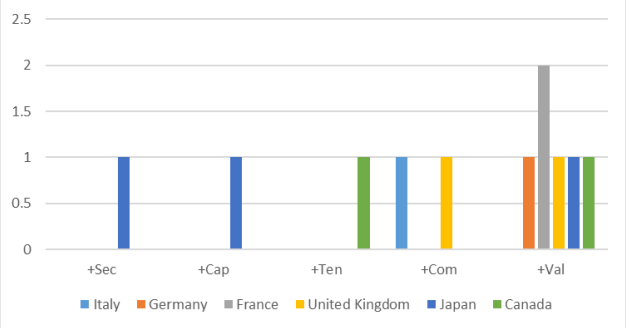
Picture 2. Positive Attitude of the Mottos by G7 Hosts



Judgement is the next dominant feeling by G20 observed members. Australia is the country that view positive capability (+cap) as the required feeling. There are six +cap findings in this country, while Indonesia and Russia contribute one. Positive normality (+nor), tenacity (+ten), and veracity (+ver) are same in number by Saudi Arabia, Turkiye, India, and Argentina. The examples of those four judgment feelings are represented by the data (12), (13), (14), and (15).

(12) Acting Together to Lift Growth and Create Jobs, Building a Stronger, More Resilient Global Economy and Strengthening Global Institution.
(13) Realizing Opportunities of the 21st Century for All.
(14) One Earth, One Family, One Future.
(15) Building consensus for equitable and sustainable development

By G7 members, there are two judgement feelings. They are by Japan and Canada that are respectively express +cap and +ver.

(16) Ensure Global Sustainable Development
(17) Recovery and New Beginnings

Both sides only express one kind of affect. Most of their motto's express security (+sec). Desire (+des), happiness (+hap), and satisfaction (+sat) do not exist. There are five countries in G20 observed members and there is only Japan as G7 member. (18) below exemplifies it.

(18) Collective Action for Inclusive and Robust Growth

3.2. Discussion

By analyzing language attitudes expressed, it is vivid that the mottos by G20 observed members are more expressive than G7 members. This statement comes from the number of words in their mottos. Language use expressed in longer word chain contains more meanings than the other which is not. This is emphasized by (Akoto, 2018, p. 179) stating that motto as a watchword guiding an institution in its operation because it contains beliefs, ideals, principles, and values. It makes motto as the act of negotiation to whom it points to. In this part, attitude findings are then discussed for revealing that interpersonal implication.

3.2.1. Expecting Better Condition by Positive Feelings

The dominant positive words in the mottos indicate the hope of the country members to maintain better governance, especially economy as the main focus. In addition, those findings reflect the purpose of establishing G20 as the effort of presenting expected global economic issues. After financial crisis attacking Asia in 1997 to 1998, G20 drives discussion about stabilizing international economic and finance (India, 2022, p. 2). The mottos reflect required ideal situation so that positivity is trying to build.

3.2.2. Interpreting Appreciation and Judgement Between Both Memberships

The findings as shown in the table 1 and 2 reflect the G20 observed members try to negotiate social relation by expressing positive appreciation and judgement. These findings

indicate that they convey positive expectation towards aesthetics and ethics from the G20 forums they were holding. The mottos are the media of delivering message to the world by the hosts on global prioritized discussion agenda. G20 forum is a momentum to discuss international stability on economy and finance. The high number of appreciation and judgment in their mottos may indicate their tendency to push on evaluation and behavior, then feeling. These are what they are trying to negotiate. Emotion might not be viewed as the priority. This is proven by far gap between affect and the two others (5: 12: 13).

The domination of positive appreciation by G7 members' summit mottos might be influenced by their capability in managing economic development. On the other hand, the G20 members from Asia, Latin America, and some parts of Europe were struggling the impacts of economic and financial crisis in 1997, 1998, 2007, and 2009 so that they hope for particular maintenance to reach their expected indicators. The expectation by positive appreciation attracts the importance of decision and policy to get better natural economic and financial progress globally.

The high number of +val indicates that the summit goals mostly tend to be more focused on things or issues that are worthwhile. The words like 'innovative', 'interconnected', 'growth', 'inclusive', and 'creation' visualize it. At the same time, +com as represented in the mottos refers to concept or idea proposed. There are 'prosperity' and 'stability' pointing to complexity (or challenge to reach) and balance. These are expressed by G7 members. On the other hand, G20 observed member contributes +rea symbolizing the decision of responding condition. It is exemplified by the word 'promoting'. Countries from G7 offer concept or idea, while the G20 observed members require action.

The feelings expressed by the G20 observed country hosts through the mottos of their summits are high. After expressing appreciation, positive judgments exist. Different with them, G7 country hosts tend to not view expressing judgment as the representation of their idea rather than appreciation. This is proven through the low number of judgment in the summits by G7 countries. The comparison with appreciation is 2:8. This finding reveals G20 observed country hosts view ethics is crucial in economic development. They incline to require capability (+cap). The decisions from the summits are expected to gain capability of the countries encountering economy issues. The words like 'to lift', 'stronger', 'strengthening', and 'boosting' represent it.

3.2.3. Expressing Emotion is not Much Crucial

Conveying emotion (or affect) is not dominant in the mottos by both sides. It is only represented by five words such as 'together', 'shared', 'together', 'collective', and 'ensure'. Even though it is said so, they expect unity and solidarity to tackle the problems of economy and other related crisis. This low number of affect can be interpreted from the certainty of the establishment of G20 forum. G20 is the solidarity of global governance that is believed as an effective and efficient forum. They agreed to run steps of tackling financial crisis. They pacify international financial market, apply stimulus packages, strengthen international financial institutions, and decide on mechanism and evaluation (Berger et al., 2019, p. 493; P. Hajnal, 2022, p. 128). Therefore, restating it is not much crucial because the solidarity has been practiced. The existence of +sec has role in reminding the security of togetherness in the forum that accommodates the countries to grow from crisis.

Finally, G20 summit mottos focus more on evaluation, behavior, and phenomena. This finding predicts that the forum is required to result decision, recommendation, and policy to accommodate its members.

4. Conclusion

This research shows that attitude can be realized by language, especially through motto. Its practice in international forum, like G20, is able to signify what is being concerned. Attitude analysis by the researcher towards the words shown in the G20 motto summits enables portraying the negotiation happening in the texts. Besides understanding prioritized agenda of the summits, this research does comparison between G7 and G20 observed countries in viewing their issues. G7 country hosts tend to offering concept or idea, and the G20 ones require action.

This research has found attitudinal words in G20 motto summits contribute some representations. Dominant positive feeling represents expecting better condition, specifically global economic matter, policy, and cooperation. The presence of appreciation and judgement by the words show the G20 observed countries' concern towards evaluation and behavior. Less number in affect indicates emotion is not much crucial. The establishment of G20 refers to handling global economic issues and international cooperation in economic policy. Those goals require particular treatments. The treatments are signified through the existence of appreciation and judgement in attitude analysis. They highlight decisions and policies to get natural and ethics for economic development. On the other hand, G7 highlight on worthwhile issues or things. Through motto, words express ideology that is upheld together.

This research gives reference to people about how attitudinal words in motto affect positioning and stance of institutionalized social group. The researcher is also able in giving example of economic condition happening in particular country or region influence in shaping expression through language.

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