

**POSITIVE DISCOURSE STRUCTURE IN JOKO WIDODO'S
SPEECH AT THE BLOOMBERG NEW ECONOMY FORUM IN
SINGAPORE**

Siti Fitriah¹

Aprilia Kartika Putri²

Anggi Triandana³

Yoga Mestika Putra⁴

Ulil Amri⁵

^{1,2,3,4,5}Universitas Jambi

sitifitriah@unja.ac.id¹

Abstract

This study aims to analyze the structure of positive discourse in the speech delivered by Joko Widodo at the Bloomberg New Economy Forum in Singapore. This research employs a qualitative approach using the discourse analysis framework of Teun A. van Dijk, which includes macrostructure, superstructure, and microstructure, combined with the Positive Discourse Analysis approach. The findings reveal that the structure of positive discourse can be identified through macrostructure, superstructure, and microstructure. At the macrostructure level, the speech presents a main theme of Indonesia's economic transformation toward a data- and technology-based intelligence economy. At the superstructure level, the speech is systematically organized into three main parts—introduction, body, and conclusion—forming a logical and persuasive flow. Meanwhile, at the microstructure level, the analysis covers semantic, syntactic, stylistic, and rhetorical aspects that function to reinforce positive messages such as optimism, progress, and readiness for the future. Therefore, the speech is not only informative but also persuasive and inspirational in constructing a positive image of Indonesia on the global stage.

Keywords: *positive discourse analysis;*

macrostructure;superstructure;microstructure

Introduction

Developing countries are often associated with economic inequality and various welfare issues that remain at low to middle levels (Kitchin & Thrift, 2009). Many sectors of life in developing countries have not yet operated

inclusively, resulting in significant social and economic disparities (Fajri, 2025). This condition affects uneven economic growth, where the gap between different social groups continues to widen. This phenomenon is also reflected in the context of Indonesia as a developing country (Yuni et al., 2020). However, under the leadership of Joko Widodo, various efforts have been undertaken to address these issues, including the development of more evenly distributed infrastructure that is no longer Java-centric, thereby improving interregional connectivity and promoting national economic growth (Rohim, 2024). In addition, policies in the international trade sector have shown positive results, as indicated by Indonesia's trade surplus (Anam, 2024; Ghifary et al., 2025). These efforts are not only reflected in concrete policies but are also represented through official speeches delivered to the public as a form of strategic communication.

One important representation of this development narrative can be seen in the speech delivered by Joko Widodo at the Bloomberg New Economy Forum in Singapore. The speech functions not only as a means of conveying information but also as a form of discourse diplomacy to build a positive image of Indonesia before a global audience. His appointment as a Global Advisory Board member of Bloomberg New Economy by Michael Bloomberg in January 2025 further strengthens international recognition of his leadership. In this context, speech becomes an essential instrument for conveying ideas, building trust, and influencing audience perceptions regarding the direction of national development (Utami et al., 2025). Therefore, analyzing this speech is relevant to understanding how discourse structure is utilized to construct a positive narrative of Indonesia's economic transformation.

The approach used in this study is Positive Discourse Analysis (PDA), which focuses on identifying positive aspects in discourse such as optimism, hope, and social solidarity (Martin, 2004). This approach differs from Critical Discourse Analysis (CDA), which emphasizes uncovering power relations, ideology, and inequality within texts (Luo et al., 2022). PDA serves as a complementary approach that highlights the potential of discourse to foster

constructive social change (Yongsheng, 2006). In this study, the analysis is conducted using the discourse structure theory proposed by Teun A. van Dijk, which includes macrostructure, superstructure, and microstructure (Van Dijk, 1998). Macrostructure is used to identify the main theme, superstructure to examine text organization, and microstructure to analyze linguistic strategies such as semantic, syntactic, stylistic, and rhetorical aspects (Eriyanto, 2011). Thus, this study aims to describe the structure of positive discourse in Joko Widodo's speech at the Bloomberg New Economy Forum as a representation of Indonesia's progress narrative on the global stage.

Previous studies on Positive Discourse Analysis (PDA) have been conducted by several scholars. Ernanda and Nartey (2024) found that positive discourse strategies in press statements related to COVID-19 include metaphor and rationalization. Liu (2025) demonstrated that the film *Chang An* employs affective elements to construct positive discourse. Widyastuti et al. (2025) found that *Suara Muhammadiyah* magazine uses positively connoted lexical choices as its main strategy. However, most of these studies primarily focus on micro-level linguistic features such as lexical choices, metaphors, and evaluative expressions, with limited attention to the role of discourse structure in constructing positivity.

This study offers a novel contribution by integrating Teun A. van Dijk's discourse structure model (macrostructure, superstructure, and microstructure) within the framework of Positive Discourse Analysis. By analyzing the international speech of Joko Widodo, this study highlights how positivity is strategically employed in a global political context to construct national image and diplomatic positioning. Thus, this research not only extends PDA beyond lexical analysis but also provides a more comprehensive understanding of how discourse structure contributes to the production of positive meaning.

Methods

This study is categorized as qualitative research since the data consist of words, phrases, and sentences that contain positive meanings. Qualitative research produces descriptive data in the form of written or spoken words derived from observed individuals or behaviors (Moleong, 2007; Fitriah, 2020). The data collection techniques employed in this study are the observation (*simak*) and note-taking (*catat*) techniques proposed by Mahsun (as cited in Fitrah et al., 2024;). The observation technique was used to examine the entire speech delivered by Joko Widodo at the international Bloomberg New Economy Forum in Singapore. This process involved watching the 12:59-minute speech video available on the KompasTV YouTube channel (KompasTV, 2025), followed by reading the transcript (1,171 words) and its Indonesian translation by Sushmita (2025) which accessed from Espo.id.

After thoroughly observing the speech, the note-taking technique was applied based on Teun A. van Dijk's discourse structure theory, which includes macrostructure, superstructure, and microstructure. At the macrostructure level, the analysis focused on identifying the global meaning or main topics of the speech, particularly those reflecting positive meanings conveyed by the speaker. At the superstructure level, the analysis examined the schematic organization of the speech, such as the introduction, body, and conclusion, to understand how the positive meanings are structured and developed throughout the discourse. Meanwhile, at the microstructure level, the analysis concentrated on the linguistic elements, including word choice, phrases, and sentence construction, to reveal how positive meanings are realized at the textual level.

Furthermore, in order to ensure the validity of the data, source triangulation was applied by comparing and cross-checking data obtained from the speech video, the transcript, and its Indonesian translation, in accordance with the concept of triangulation of data sources proposed by Sugiyono (2018). This triangulation process aimed to ensure the consistency, credibility, and accuracy of the data and their interpretation.

Subsequently, the collected data were analyzed using the framework proposed by Matthew B. Miles and A. Michael Huberman (as cited in Sugiyono, 2018), which consists of data reduction, data display, and conclusion drawing. In the data reduction stage, the researcher focused on the data that had been previously recorded and tabulated by selecting relevant words, phrases, and sentences that contain positive meanings in the speech. The data were then organized and reduced based on the coding labels assigned according to the discourse structure categories, namely MS (macrostructure), SS (superstructure), and MiS (microstructure), following Teun A. van Dijk's framework. This process enabled the researcher to filter and prioritize the most relevant data for further analysis. In the data display stage, the reduced and coded data were organized and presented systematically in the form of tables and descriptive explanations to facilitate interpretation. Finally, in the conclusion drawing stage, the researcher interpreted the displayed data to draw meaningful conclusions regarding how positive meanings are constructed in the speech, while continuously verifying the findings to ensure their validity and consistency.

Findings and Discussions

Findings

Speech as a form of public communication plays an important role in conveying ideas, constructing images, and influencing audience perceptions, particularly in an international context. This is evident in the speech delivered by Joko Widodo at the Bloomberg New Economy Forum in Singapore, which functions not only as a means of delivering information but also as a form of discourse diplomacy that presents a narrative of Indonesia's progress and readiness to face global changes. Such representation, however, may also reflect a strategic effort to shape international perceptions and enhance Indonesia's credibility in the global arena. To understand how such meanings

are constructed, this study employs the framework of Teun A. van Dijk, which encompasses macrostructure, superstructure, and microstructure, combined with the Positive Discourse Analysis (PDA) approach that emphasizes the construction of positive meanings such as optimism, hope, and social solidarity. Therefore, this analysis aims to reveal how the discourse structure in the speech is systematically and persuasively organized to build a positive image of Indonesia, which is subsequently presented in the following analytical table.

Table 1. Macrostructure Analysis of the Speech Text

Category	Subcategory	Data Excerpt
Main Topic	Economic transformation toward intelligence economy	“Dengan basis yang kuat ini, kami siap untuk tahap selanjutnya, yaitu ekonomi cerdas.”
	Data-driven economic strengthening	“Ekonomi cerdas dibangun di atas seberapa baik kita menggunakan data dan informasi...”
Subtopics	Importance of change	“perubahan tidak pernah mudah, tetapi perubahan itu perlu.”
	Infrastructure as the foundation	“membangun jalan, pelabuhan, bandara... dan jaringan digital”
	Digital economy & startups	“Startup Indonesia seperti Gojek, Tokopedia... tumbuh...”
	Role of data and technology	“data dan informasi bukan sekadar kekuatan, melainkan modal”
	Human resources	“kita harus memastikan mereka tahu dan mempelajari AI, coding...”
	Global context	“Indonesia adalah bagian dari rantai pasok global...”
	Redefinition of global systems	“IMF, Bank Dunia... WTO harus mendefinisikan ulang...”

Based on the macrostructure analysis table, the main theme of this speech is Indonesia’s economic transformation toward an *intelligence economy* grounded in the utilization of data, technology, and infrastructure development. This theme is

reflected in key statements such as “kami siap untuk tahap selanjutnya, yaitu ekonomi cerdas” and “ekonomi cerdas dibangun di atas seberapa baik kita menggunakan data dan informasi,” which indicate the central direction of the discourse. Furthermore, this idea is reinforced by important subtopics, such as the urgency of change, emphasized in the statement “perubahan tidak pernah mudah, tetapi perubahan itu perlu,” which functions as the ideological foundation of the speech. Infrastructure development is also positioned as the primary foundation for economic growth, indicating that the transformation is not merely conceptual but also grounded in concrete development efforts.

Moreover, the macrostructure of this speech is strengthened by other supporting subtopics, such as the success of the digital economy illustrated through startup examples, as well as the emphasis on the role of data and technology as the core of the intelligence economy. In addition, the readiness of human resources is highlighted as a crucial factor, particularly through the call to acquire digital skills. The speech also expands its scope to the global level by positioning Indonesia within the international supply chain and advocating for the redefinition of global systems. Thus, all these subtopics are integrated into a unified global meaning, namely that Indonesia has established a strong foundation and is ready to transform toward a data-driven, technology-based, and globally collaborative economy.

Table 2. Superstructure Analysis of the Speech Text

Structure Section	Subsection	Data Excerpt
Introduction	Greeting	“Yang terhormat, para tamu undangan...”
	Opening/Reflection	“Ketika saya menengok kembali perjalanan Indonesia...”
Body	Problem	“Bagaimana kita bisa membangun ekonomi yang kuat...?”
	Solution	“Kami fokus pada hal-hal mendasar, membangun jalan...”
	Evidence/Example	“Startup Indonesia seperti Gojek, Tokopedia...”
	Main Concept	“Ekonomi cerdas dibangun

		di atas...”
	Challenge & Response	“Akankah peluang kerja hilang...? Jawabannya adalah tidak.”
	Global Expansion	“Ini bukan hanya cerita tentang Indonesia...”
	Call for Change	“IMF, Bank Dunia... WTO harus...”
Conclusion	Assertion	“perjalanan Indonesia menunjukkan bahwa transformasi...”
	Optimism	“Indonesia dan Asia Tenggara akan terus tumbuh...”
	Call to Action	“bersiaplah dan waspadalah...”

The superstructure analysis aims to identify the structural organization of the speech, which consists of the introduction, body, and conclusion. In the introduction, the speech begins with a formal greeting addressed to the audience, namely “Yang terhormat, para tamu undangan...,” which functions as a strategy to establish interpersonal relations while creating a conducive communicative atmosphere. This greeting reflects a form of respect and legitimacy in a formal setting. Subsequently, the speaker directs the audience’s attention through an initial reflection, as seen in the statement “Ketika saya menengok kembali perjalanan Indonesia...”. This reflection serves as an introduction to the main topic, namely national transformation, while also providing a historical context that strengthens the direction of the discussion. Thus, the introduction functions not only as an opening but also as an initial framework that prepares the audience to understand the overall content of the speech.

In the body section, the discourse structure develops systematically, beginning with the presentation of a problem through the rhetorical question “Bagaimana kita bisa membangun ekonomi yang kuat...?”, which functions to capture attention and establish the focus of the discourse. This problem is followed by the presentation of concrete solutions, namely “Kami fokus pada hal-hal mendasar, membangun jalan...,” which demonstrates practical

actions that have been undertaken. The argument is further strengthened by empirical evidence, such as “Startup Indonesia seperti Gojek, Tokopedia...,” which enhances credibility and legitimacy. The speaker then introduces the main concept through the statement “Ekonomi cerdas dibangun di atas...,” which represents the core of the entire discourse. In addition, the speaker anticipates audience concerns through the question “Akankah peluang kerja hilang...? Jawabannya adalah tidak.”, demonstrating a clarification strategy. The discourse is then expanded to the global level through the statement “Ini bukan hanya cerita tentang Indonesia...,” followed by a call for systemic change, such as “IMF, Bank Dunia... WTO harus...,” which reflects the normative and ideological dimensions of the speech.

In the conclusion, the speaker reaffirms the main message through the statement “perjalanan Indonesia menunjukkan bahwa transformasi...,” which serves as a recapitulation of the core ideas. This is followed by the expression of optimism in the statement “Indonesia dan Asia Tenggara akan terus tumbuh...,” which conveys hope for the future. The speech concludes with a direct call to action, “bersiaplah dan waspadalah...,” which encourages concrete responses from the audience. Therefore, the conclusion functions not only as the closing of the speech but also as a reinforcement of its ideological and motivational message. Overall, the structure of the speech reflects a logical, systematic, and persuasive organization of discourse in conveying the vision of economic transformation.

Table 3. Microstructure Analysis of the Speech Text

Aspect	Sub-aspect	Data Excerpt
Semantic	Emphasis on urgency of change	“perubahan tidak pernah mudah, tetapi perubahan itu perlu.”
	Backgrounding	“Kami tahu tidak ada jalan pintas. Itulah sebabnya kami fokus...”
	Concrete details	“membangun jalan, pelabuhan, bandara, pembangkit listrik, dan jaringan digital”
	Generalization of success	“Startup Indonesia seperti Gojek, Tokopedia, Halodoc, dan Traveloka tumbuh...”
	Assertion of future ideas	“data dan informasi bukan sekadar kekuatan, melainkan

		modal (capital)”
Syntactic	Cause-effect sentence	“karena tanpa infrastruktur yang kuat, ekonomi tidak akan bisa tumbuh.”
	Rhetorical question	“Bagaimana kita bisa membangun ekonomi yang kuat...?”
	Rhetorical question	“Akankah peluang kerja hilang...?”
	Strong declarative sentence	“Jawabannya adalah tidak.”
	Sequencing markers	“Pertama... Kedua...”
Stylistic	Technological diction	“intelligence economy”, “AI”, “machine learning”, “algoritma”
	Metaphor	“tulang punggung terbaik”
	Inclusive diction	“kita”, “kami”
	Global terms	“rantai pasok global”, “Asia Tenggara”, “IMF”, “WTO”
Rhetorical	Repetition	“kita harus memastikan... kita harus memperkenalkan... kita harus...”
	Parallelism	“mengumpulkan, menganalisis, dan menilai data...”
	Contrast	“bukan sekadar kekuatan, melainkan modal”
	Call to action	“Jadi, bersiaplah dan waspadalah...”
	Future prediction	“akan ada revolusi robot humanoid... revolusi AI...”

The microstructure analysis of the speech text above shows that semantic, syntactic, stylistic, and rhetorical aspects are systematically employed in its construction. At the semantic level, the speech demonstrates meaning construction through emphasis, backgrounding, and detailed information. The urgency of change is emphasized in the statement “perubahan tidak pernah mudah, tetapi perubahan itu perlu,” which employs contrast to strengthen the main idea. In addition, the speaker provides background through the statement “Kami tahu tidak ada jalan pintas...” as a form of justification for development policies. The use of concrete details such as “membangun jalan, pelabuhan, bandara...” serves to enhance the credibility of the argument. Furthermore, the generalization of success through startup examples is used to construct a positive image, while the

statement “data dan informasi bukan sekadar kekuatan, melainkan modal” reflects an effort to establish a new paradigm regarding a data-driven economy.

At the syntactic level, the sentence structures in this speech exhibit logical and coherent relationships between ideas. The use of cause-effect sentences, such as “karena tanpa infrastruktur yang kuat...,” functions to strengthen the logical argumentation. In addition, rhetorical questions such as “Bagaimana kita bisa membangun ekonomi...?” and “Akankah peluang kerja hilang...?” are employed to actively engage the audience. Strong declarative sentences, such as “Jawabannya adalah tidak,” provide certainty and demonstrate the speaker’s authority. Meanwhile, the use of sequencing markers such as “Pertama... Kedua...” indicates that ideas are organized systematically, making them easier to understand.

At the stylistic level, the choice of words reflects a modern and inclusive image. The use of technological terms such as “AI,” “machine learning,” and “intelligence economy” indicates a future-oriented perspective. In addition, the metaphor “tulang punggung terbaik” is used to explain the crucial role of infrastructure in a more concrete manner. The use of inclusive pronouns such as “kita” and “kami” functions to build closeness with the audience. Meanwhile, global terms such as “IMF,” “WTO,” and “Asia Tenggara” indicate that the discourse extends beyond the national level and encompasses an international dimension.

At the rhetorical level, the speech employs various stylistic devices to strengthen its persuasive effect. Repetition, such as “kita harus memastikan... kita harus...,” is used to emphasize important messages. In addition, parallelism in the phrase “mengumpulkan, menganalisis, dan menilai data” creates rhythm and enhances memorability. The use of contrast, such as “bukan sekadar kekuatan, melainkan modal,” emphasizes a shift in perspective. Direct calls to action, such as “bersiaplah dan waspadalah,” function to encourage audience response. Finally, future predictions such as “akan ada revolusi robot humanoid...” are used to create a sense of urgency while attracting attention to upcoming changes.

Discussion

The speech delivered by Joko Widodo at the Bloomberg New Economy Forum in Singapore represents a form of public discourse that not only conveys information but also constructs a positive image of Indonesia before an international audience. From the perspective of Positive Discourse Analysis (PDA), language is understood as a means of building hope, solidarity, and social optimism (Martin, 2004). Therefore, this speech can be seen as a strategic effort to present a narrative of progress and Indonesia's readiness to face global changes. The analysis of this speech employs the framework of Teun A. van Dijk, which includes macrostructure, superstructure, and microstructure, providing a comprehensive understanding of the discourse construction used (Van Dijk, 1980; Van Dijk, 2008).

At the macrostructure level, the speech presents a global theme focused on Indonesia's economic transformation toward a data- and technology-based intelligence economy. This theme reflects a positive meaning construction that emphasizes opportunity, innovation, and future readiness. Within the PDA framework, this theme functions not only as the main idea but also as a representation of a collective vision that fosters audience trust and optimism (Martin & Rose, 2008). Various subtopics, such as infrastructure development, the strengthening of the digital economy, and the enhancement of human resources, are coherently organized to support the main theme. Furthermore, the inclusion of a global context positions Indonesia as an active participant in the dynamics of the world economy. This aligns with the view that discourse can represent identity and social positioning in a global context (Gee, 2014; Fairclough, 2003). Thus, the macrostructure of this speech not only conveys the main message but also constructs a positive narrative of national progress and competitiveness at the international level.

At the superstructure level, the speech demonstrates a systematic

and well-organized textual structure. It begins with an introduction that establishes a connection with the audience through formal greetings and reflective opening statements. The body of the speech then develops arguments progressively, starting from the presentation of problems, followed by solutions, supported by evidence, and culminating in the introduction of the main concept. The conclusion reaffirms the main message while providing encouragement and hope for the future. This pattern indicates that the speech is strategically structured to guide the audience's understanding in a gradual and logical manner (Van Dijk, 1980). From a PDA perspective, such a systematic structure also serves to build emotional engagement and strengthen audience trust in the message being conveyed (Thompson, 2013). Additionally, effective textual organization reflects the rhetorical function of language in constructing meaning and cohesion (Halliday & Hasan, 2014; Halliday & Matthiessen, 2013).

At the microstructure level, the speech employs various linguistic strategies to reinforce positive discourse. Semantically, the emphasis on success, opportunity, and the future creates an optimistic and inspirational meaning. Syntactically, the use of rhetorical and declarative sentences reflects efforts to engage the audience while providing certainty. Stylistically, the use of modern and inclusive diction conveys a sense of collaboration and future orientation. Meanwhile, rhetorically, the use of repetition, parallelism, and direct calls to action enhances persuasiveness and reinforces the main message. These strategies demonstrate that language is consciously utilized to empower the audience, build motivation, and foster collective hope (Martin, 2004). Furthermore, such linguistic features highlight the function of discourse as a tool for shaping social perception and ideology in a positive manner (Wodak & Meyer, 2009; Simpson, 2025).

Based on the overall analysis, it can be concluded that this speech constitutes a form of positive discourse strategically designed to construct Indonesia's image as a progressive, adaptive, and future-ready nation. The integration of macrostructure, superstructure, and microstructure indicates

that positive messages are not only embedded in the content but also in the manner of their delivery. Thus, within the framework of Positive Discourse Analysis, this speech functions not merely as a communicative tool but also as a means of constructing social hope, legitimacy, and strengthening Indonesia's position in the global context.

Conclusion

Based on the analysis of the speech delivered by Joko Widodo at the Bloomberg New Economy Forum in Singapore using the framework of Teun A. van Dijk and the Positive Discourse Analysis (PDA) approach, it can be concluded that the discourse structures (macrostructure, superstructure, and microstructure) in the speech are integratively constructed to produce a systematic, persuasive, and optimistic message regarding Indonesia's economic transformation toward an intelligence economy. The macrostructure reveals a global theme oriented toward progress and future readiness, particularly in relation to Indonesia's economic transformation toward an intelligence economy, the superstructure demonstrates a well-organized textual arrangement from introduction to conclusion, while the microstructure reflects linguistic strategies that reinforce positive meaning through semantic, syntactic, stylistic, and rhetorical aspects.

Therefore, it is recommended that future studies expand similar analyses to various types of discourse using the PDA approach in order to enrich perspectives in positive discourse analysis. In addition, public communication practitioners are encouraged to utilize effective discourse structures in crafting speeches that are not only informative but also capable of building trust, motivation, and a positive image at both national and global levels.

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