UNIVERSITAS
GADJAH MADA
An Appraisal Analysis of the â€œSweden, not Switzerlandâ€• Video Campaign
Ahmad Taufiq Hidayatullah, Dr. Supriyono, S.S., M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

REFERENCES

Adisti, S. E., & Mulatsih, S. (2022). Appraisal analysis of the attitude device in "The Deluxe Smart Mask Unboxing and Review" video by Kuya Buzz. *STRUKTURAL (Seminar on Translation, Applied Linguistics, Literature, and Cultural Studies), 1*(01), 427–435. https://publikasi.dinus.ac.id/struktural/issue/view/317

Alhuthali, M. (2024). Appraisal theory and interpreting political speech. *European Scientific Journal, 20*(20), 46. https://doi.org/10.19044/esj.2024.v20n20p46

Alsubhi, A. S. (2026). A linguistic and stylistic investigation of adjective types in Saudi tourism discourse. *Asian Englishes*, 1–15. https://doi.org/10.1080/13488678.2026.2641297

Béal, M., & Nguyen, N. (2026). Can aggressive humor pay off in brand-to-brand dialogues on social media? *Journal of Advertising*, 1–18. https://doi.org/10.1080/00913367.2025.2609287

Chaerunnisah, I. (2023). An analysis of appraisal in selected beauty vloggers' YouTube videos. *SOSMANIORA: Jurnal Ilmu Sosial dan Humaniora, 2*, 130–137. https://doi.org/10.55123/sosmaniora.v2i1.1771

Dong, X., Liu, H., Xi, N., Liao, J., & Yang, Z. (2024). Short video marketing: What, when and how short-branded videos facilitate consumer engagement. *Internet Research, 34*(3), 1104–1128. https://doi.org/10.1108/INTR-02-2022-0121

El-Dali, H. M. (2019). The language of consumer advertising: Linguistic and psychological perspectives. *Studies in Linguistics and Literature, 3*(2), 95–126. https://doi.org/10.22158/sll.v3n2p95

Garner, B., & Myers, S. (2025). Exploring how language drives engagement: an analysis of social media engagement on Facebook and Instagram in wine tourism destinations. *Current Issues in Tourism*, 1–22. https://doi.org/10.1080/13683500.2025.2491690

GB News. (2022, June 30). Joe Biden confuses Sweden with Switzerland in latest gaffe at NATO summit. *GB News*. https://www.gbnews.com/news/joe-biden-confuses-sweden-with-switzerland-in-latest-gaffe-at-nato-summit/328671

Halliday, M. A. K. (1994). *An Introduction to Functional Grammar*. London: Edward Arnold.

Hidayat, D. N., et al. (2020). Critical discourse analysis and its potential for English language teaching: A study on beauty advertisement products in Indonesia. *The Asian ESP Journal*, 271–297. https://repository.uinjkt.ac.id/dspace/handle/123456789/50993

UNIVERSITAS
GADJAH MADA
An Appraisal Analysis of the â€œSweden, not Switzerlandâ€• Video Campaign
Ahmad Taufiq Hidayatullah, Dr. Supriyono, S.S., M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Yovan, M. Y., & Martisa, E. (2024). An appraisal system analysis of Andrew Tate interview on YouTube. *ELITE: Journal of English Language and Literature, 9*(2), 131–147. https://doi.org/10.33772/knqs1713

Zhang, S.-N., Ruan, W.-Q., & Yang, T.-T. (2021). National identity construction in cultural and creative tourism: The double mediators of implicit cultural memory and explicit cultural learning. *SAGE Open, 11*(3). https://doi.org/10.1177/21582440211040789