

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

The movie industry has shown consistent growth, reflected in the escalating production of movies. IMDb (Internet Movie Database) reported a notable increase in the number of movie titles released in 2022, totaled 19,742 titles, compared with 2021, which stood at 18,403 titles. The growing movie production draws attention and sparks an interest in conducting research, particularly in analyzing animated movies.

In reality, these animated movies have an important role in conveying ideology, attitudes, and identities and constructing people's perceptions of ideology, attitudes, and identities (Zhi et al., 2020a, p. 2002). Attitude can be found everywhere, both in everyday life and in the movie (Wijayanti, 2022). Attitude appears not only through explicit actions but also through small details of body language. Whether conveyed through gestures, facial emotions, or posture, attitude impacts all aspects of human interaction. There are linguistic studies that can be used to analyze the attitude in animated movies; it is appraisal analysis.

An appraisal is concerned with evaluation: the kinds of attitudes that are negotiated in a text, the strength of feelings involved, and how values are sourced and reader-aligned (Martin & Rose, 2007, p. 25). There are three types

of appraisal theories. They are attitude, graduation, and engagement (Martin & White, 2005, p. 34). The attitude component, which focuses on feelings, encompasses emotional reactions, judgements of behaviors, and evaluations of various entities (Martin & White, 2005, p. 35). Graduation deals with grading phenomena that intensify emotions and blur categories (Martin & White, 2005, p. 35). However, in the context of movie analysis, this concept holds significance when examining the attitude and graduation in this movie.

The movie entitled *Puss in Boots: The Last Wish* (2022) by DreamWorks, released in 2022, is about a cat with nine souls. The name of this main character is Puss. He is brave, loves adventure, and believes that he will not die because he has nine souls. The genre of this movie is action, adventure, comedy, and fantasy. This movie is suitable to be watched in a series with family so that they can understand the character's attitude through the dialogue sentences.

Previous studies have similarly explored the understanding of character through the dialogues such as Az-hari (2022) conducted a study analyzing figurative language, specifically focusing on the conceptual and connotative meanings within phrases or sentences used by the main and other characters in *Puss in Boots: The Last Wish* (2022). Secondly, Nafisah et al., (2020) analyzed the attitude and language functions present in the dialogues of the main character in the movie *Aladdin*, utilizing both the appraisal theory by Martin, Rose, and White and the language function theory by M.A.K Halliday. Additionally, Hidayati (2017) conducted a study analyzing the script of the

*Freedom* Movie employing narrative structure and the appraisal system by Martin and Rose (2003), along with White (2002), to find out the conveyed message.

Based on the previous studies mentioned above, the researcher has found that prior researchers have already analyzed the movie *Puss in Boots: The Last Wish* (2022) by applied figurative language, analyzed the movie *Alladin* (2020) by applied appraisal systems and analyzed *Freedom Movie* (2017) applied narrative structure. It could create a gap in this research compared to previous studies by employing a different theory.

The movie *Puss in Boots: The Last Wish* (2022) has been analyzed with figurative language. In this research, the researcher analyzed the attitude and graduation in the main character's dialogues using appraisal theory by Martin and White (2005). Analyzed *Puss in Boots: The Last Wish* (2022) Movie using this theory because the movie's narrative emphasizes the main character's bravery, the researcher aims to find out the main character's characterization in this research based on the positive or negative attitude, and how strong or weak the feeling conveys through the main character's dialogue.

This research analyzes the types of attitude and graduation expressed in the *Puss in Boots: The Last Wish* (2022) Movie, which focuses on the main character's dialogues in this movie. The researcher chose this movie as the object of study because the movie contains relevance and great appeal and has the potential to influence public opinion. Movies have the potential to shape

beliefs, influence opinions, and change attitudes, particularly to current societal issues (Kubrak, 2020). As a result, analyzing movies enables researchers to gain insights into social thoughts and how communities construct meaning.

## **B. Problem Formulation**

Based on the background of choosing a study, the formulated as follows:

1. What types of attitude are expressed in the main character's dialogues in *Puss in Boots: The Last Wish (2022) Movie*?
2. What types of graduation are expressed in the main character's dialogues in *Puss in Boots: The Last Wish (2022) Movie*?

## **C. Objective of the Study**

Based on problem formulation, the objectives of this research as follows:

1. To identify the types of attitude of the main character's dialogues in *Puss in Boots: The Last Wish (2022) Movie*.
2. To identify the types of graduation of the main character's dialogues in *Puss in Boots: The Last Wish (2022) Movie*.

## **D. Scope of The Study**

This research focuses on the types of appraisal attitude (affect, judgement, and appreciation) and graduation (force) in the dialogue of the main character in the movie with the title "Puss in Boots: The Last Wish (2022) Movie".

## **E. Review of Related Studies**

In understanding the wide-ranging research surrounding the research topic, the researcher realizes that this study is just one part of a wider body of research. Through the deep review, it became obvious that numerous previous studies had examined components important to this research. As a result, the researcher selected ten relevant studies to support this research.

The first study, conducted by Az-hari (2022) from Universitas Ahmad Dahlan, focused on analyzing the figurative language used in the dialogue phrases or sentences of 'Puss in Boots: The Last Wish' (2022). The aim was to identify various types of figurative language and to elaborate on their conceptual and connotative meanings. The study's findings revealed 23 instances showcasing 8 different types of figurative language.

In the second study, conducted by Nafisah et al. (2020), the researcher analyzed attitudes in the script of the 2019 movie 'Aladdin'. In this research, the researcher focuses specifically on Aladdin's dialogue to examine the attitudes and language functions of the main character. The researcher identified three types of attitudes displayed by Aladdin and highlighted five out of the seven language functions outlined by M.A.K Halliday.

In the third study, conducted by Hidayati (2017), in this research, the researcher analyzed the Appraisal Analysis in the Freedom Writers Movie. The objective of the study is to analyze Richard LaGravenese's. This research used the appraisal system (attitude, engagement, and graduation) to analyze this character in the movie script. As a result, the researcher found several messages

of tolerance, earning respect and trust, honoring diversity, and striving for success and trust from the realization of Appraisal and Narrative Structure either in the dialogues or monologues of Freedom Writers' characters.

In the fourth study Pradana (2022) from IAIN Ponorogo, conducted an appraisal analysis of Attitude in *The Cars* (2006) Movie. The main source of this research is Lightning McQueen's dialogue, focusing specifically on Lightning McQueen's dialogue. The research utilized the appraisal attitude framework to analyze Lightning McQueen's dialogues, aiming to identify various types of appraisal attitudes exhibited by the main character and to analyze the language functions associated with these attitudes in the movie. The findings revealed 10 instances of Affect, 3 instances of Judgement, and 28 instances of Appreciation in Lightning McQueen's dialogues.

Fifth, Wijayanti (2022) from Universitas Muhammadiyah Purwokerto wrote about An Appraisal Analysis of Attitude in *Turning Red* Animation Movie, focusing on subsystems of appraisal attitude. For the object, she focuses on the meaningful message in the conversation of each character and the way they express their feelings. The objectives of this study are to identify attitude devices used in the *Turning Red* animation movie and to explain the attitude devices realized in the *Turning Red* animation movie. The researcher found 26 affect, 37 judgement, and 2 appreciation for the result.

Next, Jusry & Cahyono (2021) wrote about Translation Techniques in Translating Attitude Appraisal in the Movie "The Queen's Gambit: Exchanges," the aim was to analyze the translation techniques employed by the translator in

rendering the movie's subtitles. The research observed the utilization of three attitude subtypes, namely affect, judgement, and appreciation, across the movie using diverse translation techniques. The findings revealed 555 lines of conversation segmented into phrases, clauses, and sentences. The primary translation technique predominantly used by the translator was established equivalent. This technique produced translations commonly used in the target language when translating the subtitles.

Khadafi & Santosa (2020) analyzed evaluative language by combining appraisal analysis in *Atomic Blonde* movie, this research aims to offer an intermediary viewpoint on the correlation between language and gender, employing diverse methodologies but utilizing appraisal theory within the framework of systemic functional linguistics. This study provides evidence that power dynamics and ideological identity influence individual language use in evaluating things differently, aligning with the current trend in language and gender research, which emphasizes examining the context surrounding the text rather than solely focusing on the gender of the text producer.

Zhi et al. (2020) conducted an attitude analysis on discourse within movie reviews of Chinese animations. The objective was to explore the social perspective of online reviewers and examine identity construction within a corpus of text comprising these moviegoers' reviews. The study's findings revealed that seventy-five percent of foreign moviegoers exhibited a positive appreciation for the film.

Next, Crystalia (2018) analyzed the appraisal system (attitude, engagement, and graduation) of *The Texas Chainsaw Massacre* movie review by Roger Ebert. This research aims to analyze the evaluation given by the reviewer toward the movie. The result of this study is the reviewer used attitudinal lexis in his evaluation.

The last is the research from Li (2021). This study employed the appraisal theory for Critical Discourse Analysis (CDA) to analyze movie reviews of the film *Nezha*. The research aimed to uncover attitudes toward Chinese culture expressed in IMDb and Rotten Tomatoes comments. The findings highlighted a positive attitude, often explicitly expressed. The analysis revealed the use of monogloss and heteroglossia of engagement. Moreover, graduation techniques such as employing 'force' and 'focus' through various grammatical structures were observed.

Based on the previous research above, this research draws inspiration from prior studies and makes a gap between them. A gap in this analysis of *Puss in Boots: The Last Wish (2022) Movie* is a theoretical gap. This research used a different theory and the object from the previous research. Nine research above used appraisal theory with different research objects, such as movies, comments, and reviews. Additionally, one research uses the same object but applies a different theory.

The previous research used figurative language as a theory to analyze the phrases or sentences in the main character's dialogue in *Puss in Boots: The*



*Last Wish (2022) Movie*. In this research, researchers applied the appraisal theory by Martin and White (2005) to analyze the words, phrases, clauses, and sentences in the main character's dialogue in *Puss in Boots: The Last Wish (2022) Movie*. The issue raised in this research is how communication constructs meaning in a positive or negative attitude and how strong or weak the feeling is.

## **F. Research Methodology**

This research used a descriptive qualitative method. According to (Creswell, 2014, p. 32), Qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem. (Creswell, 2012, p. 300) States the descriptive method of research is to gather information about the present existing condition.

### **1. Data and Data Source**

According to (Creswell, 2014, p. 45), the qualitative researcher typically gathers multiple forms of data, such as interviews, observations, documents, and audiovisual information, rather than rely on a single data source. This research uses a movie to gather information as data for this research. The total data of this research is 333 data containing words, phrases, clauses, and sentences of the main character's dialogue in *Puss in Boots: The Last Wish (2022) movie*. Watched the movie that was downloaded from <https://tv.lk21official.pro/> and the subtitle transcribe that

was downloaded from <https://subtitleseeker.in/puss-in-boots-the-last-wish-subtitles-english-srt-file-2022/>.

## **2. Method and Technique of Collecting Data**

According to (Creswell, 2014, p. 48) in qualitative research, the data collection approach includes in-depth interviews, document analysis, observation, and audiovisual materials analysis. Collecting data for this research is document analysis. Document analysis examines existing documents, texts, or records to derive meaningful insights and understandings. This method is particularly useful in qualitative research, where it allows researchers to explore a wide range of sources of data. The data of this research is a phrase, clause, and word of the main character's dialogue in *Puss in Boots: The Last Wish (2022) movie*. For the step of collecting data for this research follow as bellows:

1. Downloading the movie.
2. Watching the movie and taking notes on the transcription.
3. Collecting the data.
4. Classifying the dialogue into the table by the types of attitude and graduation.

## **3. Method and Technique of Analyzing Data**

According to Huberman and Miles (2014), data analysis is done in three activities: data condensation, data display, and conclusion. The method of analyzing data used in this research is described in three steps as follows:

- a. Data Condensation

This activity focused on the process of selecting the data (field notes, interview transcript, document, etc.) (Miles et al., 2014, p. 25). In this research, the data is a transcription of the dialogue in this movie and selects the dialogue sentences from all characters to the main character's dialogue.

b. Data Display

Data display summarized collection of information used for concluding. Designing displays deciding on the rows and columns of a matrix for qualitative data and deciding which data, to be included in the table, should be entered in the cells are considered analytic activities (Miles et al., 2014, p. 26). This process was one of the data analyses in this research. Data display for this research is the main character's dialogue classified into a table of attitude and graduation.

c. Conclusion

Conclusions were verified as the analyst proceeded (Miles et al., 2014, p. 27). This research concludes that the researcher found the percentage of attitude and graduation from the analysis table of the appraisal system. The researcher concludes the data that has been analyzed.

## **G. Significance of The Study**

This research analyzed the types of attitude and graduation in the main character dialogue in "Puss in Boots: The Last Wish (2022) Movie". This research could help others in understanding the main character's

positive or negative attitude, and strong or weak feelings, and know the personality based on the dialogue and the setting. Hopefully, this research will contribute to the development of a semantics study, with a focus on appraisal systems, especially on attitude and graduation theory.

## **H. Presentation**

The systematic structure of this research attempts to simplify understanding for readers. Therefore, the undergraduate thesis is structured into four chapters, which include sub-chapters for the explanation of this research.

In Chapter one, referred to the Introduction section, the research background is presented, pointing out the problem formulation and the objectives of the study. This chapter has numerous sub-chapters, including the background of the study, problem formulation, objectives of the study, scope of the study, review of related studies, research methodology, data sources, data collecting and analysis methods, significance of the study, and presentation.

Chapter two consists of two sub-chapters: theoretical approach and theoretical framework. Within this chapter, the topic focuses on the numerous methodologies and theories applied to guide and strengthen the research.

Chapter three is dedicated to the explanation of the results obtained from the data analysis, which are aligned with the problem formulation and objective of the study suggested in Chapter one.

Chapter four represents the conclusion of the research, providing an in-depth discussion of the study's findings. Within this chapter, the conclusions obtained from the research results are conveyed, highlighting the significance and relevance of the findings to accomplish the research objectives outlined earlier.

Additionally, recommendations for future research possibilities are made, highlighting areas of potential study that build upon the current study's findings and contribute to the existing research. Through an in-depth review of the research conclusions and forward-looking suggestions, chapter four serves as an essential part of the research for giving suggestions for future research.